

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. I.

NEW YORK, MARCH 8, 1905.

NO. 10.

Over \$60,000 Paid Advertising in The Woman's Farm Journal, February and March Issues.

¶ RESULTS for the advertiser means prosperity for the Publisher. ¶ That's why we have turned away business every month this year for lack of space. ¶ Most of this year's advertisers are old customers. They come back because their key sheet shows that the Woman's Farm Journal is unexcelled as a result producer. ¶ The rate is the lowest in the field. Only \$2.00 per agate line for a circulation of over 600,000 copies each issue, proven in any way desired. Proven circulation for the past six months averaged 652,000 copies.

April Forms Close March 18th to 25th.

Get copy in early. It will not only insure insertion, but will enable us to give you choice position. Address

A. P. COAKLEY, Advertising Manager,

The Woman's Farm Journal,
ESTABLISHED 1891.

ST. LOUIS, MO.

NEW YORK, Flat Iron Bldg.

CHICAGO, Hartford Bldg.

The Thing that Makes the Breaks.

Theoretical profits are what cause half the troubles of manufacturing.

A carriage builder puts through a thousand jobs in a year, and he figures forty dollars net profit on each. But at the end of the year he looks around for the \$40,000—and it isn't there.

Where did it go?

It went in uncounted costs, and quite a little of it in the unheeded expense of selling.

The cost of selling the goods is in nearly every case greater than the maker knows or thinks—is greater than it need be. There is a science of selling. There is improved machinery for making sales just as there is for making cloth and flour and nails. New methods reduce the cost per dollar of sales, and, being thorough and forceful, secure the top price for the product.

Every manufacturer knows that a weak salesman sells cheaper, gives longer datings, bigger discounts, and sells smaller bills than a strong one.

We offer good manufacturers strong selling plans that will insure large sales at a low cost percentage, that will strengthen their strong salesmen, and make the weak ones strong.

We will sell their goods at the top price—on their own terms—at a reduced cost per dollar of sales.

THE BATES ADVERTISING COMPANY,

CONVERSE D. MARSH, *Chairman Executive Committee,*

182 WILLIAM STREET, - - NEW YORK CITY.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1883.

VOL. L.

NEW YORK, MARCH 8, 1905.

No. 10.

FORTY YEARS AN ADVERTISING AGENT.

By *Mr. George P. Rowell.*

TENTH PAPER.

Neither my partner nor I had ever had a day's experience in the conduct of an advertising agency. I doubt if Mr. Dodd had ever been inside of the place of business of any such institution. The first advertising agent I ever heard of was Volney B. Palmer, and there was, in the earliest days of my knowledge of Boston, a sign bearing his name, on the south end of a structure called Scollays Building, that stood in the middle of the road, so to speak, at the place where Tremont street so mixed itself up with Court street that one side became Tremont Row while the other remained Court street, and at a point too where Cornhill came to an end, losing itself in the combination. Palmer died perhaps half a century ago and the building he occupied was effaced from the surface of the earth, perhaps as much as a quarter of a century since. It had long stood there, conspicuous as a single tooth in a jaw with practically nothing opposite. Where Mr. Palmer did business, as did also his successor, for several years, there is now nothing but tracks of tramways, and a statue of some Revolutionary celebrity.

At the time our enterprise was set on foot, in March 1865, Mr. S. R. Niles was doing business in the old offices and the old building that had been the headquarters of his predecessor, the deceased Mr. Palmer. Mr. Niles had a clerk, Hallfelder by name, with whose face and figure I was well acquainted. He had the peculiarity ascribed in "Great Expectations" to Mr. Jaggers' clerk, of having a

knowledge of something very much to the discredit of everybody. I think, however, no one ever knew anything that was really to the discredit of Hallfelder. I believe he is to-day in attendance at the office of some Boston advertising agency, and am inclined to think that the wisest man living would fail to concoct any question having to do with the business of an advertising agent that Hallfelder could not answer, exactly as it should be answered, if he could only be induced to answer it at all. I have not seen him in twenty years, but I know that he exists; and if I see him no more on earth, I am confident I shall find him on the right side on that day when all shall be separated into two great companies.

An eighth of a mile away from Scollays Building at No. 10 State street was the office of S. M. Pettengill & Co., considered a New York concern but represented by U. L. Pettingill, a gentleman whose name was almost identical with that of his principal. One spelled it with an *e* in the center while the other substituted an *i*. They were in no way related, but conducted a business together upon terms and conditions that showed that S. M. Pettengill had entire confidence in U. L. Pettengill and vice versa. S. M. Pettengill had been a clerk for Mr. Palmer, but had acquired the confidence of that great advertiser of that day, Mr. George W. Simmons of Oak Hall, and of some other customers, and one day left Mr. Palmer in the lurch, and set up an office of his own.

Mr. Palmer had prided himself that he was sole agent for all newspapers. He was of English origin; rather pompous; rather

irascible. He had been known to tell that conspicuous newspaper man, Samuel Bowles of the famous *Springfield Republican*, that he, Palmer, could tell him (Bowles) the principles upon which business should be conducted but could not attempt to furnish him (Bowles) with the intellect necessary for comprehending the same. Mr. Palmer not only demanded a commission of 25 per cent on all the advertisements he forwarded, but demanded the same allowance upon any advertisement that might be forwarded direct by one who had once been his customer. He also kept a neat little account and finally billed the paper for postage and stationery, and in conclusion acknowledged no responsibility to the paper for any service done for any advertiser from whom he (Palmer) had not been able to collect. Mr. Palmer had an office in New York also, and another in Philadelphia, and his stout figure, florid countenance, gray hair, bald head, blue coat with brass buttons, gold bowed spectacles, gold headed cane and bandanna handkerchief were known and, to some extent, respected by advertisers and publishers for a considerable term of years. After Palmer's death he was succeeded in Boston, as I have said, by Mr. S. R. Niles. In the other two cities the Palmer offices fell to a firm who did business under the name of Joy, Coe & Co. in both New York and Philadelphia. Their offices in New York were in the old Tribune building, where in later years the business passed over to Mr. W. W. Sharpe, who still does business in New York within a stone's throw of the offices of the writer and yet, so far as I can remember, we two have never met. I have often been told that Sharpe is a good man, doing a good and profitable business, and I understand that the same is true to-day, and cannot but regard it as a singular circumstance, although quite typical of life in New York, that we have never become acquainted.

In Philadelphia Mr. Coe eventually joined forces with two

younger men of enterprise and character and for years did business under the firm name of Coe, Wetherell & Smith. Smith was the brains of the concern. He was young, perhaps not more than twenty-four. His lungs were weak. The firm had made money but there came a time when Smith was ill and confined to his rooms. Out of door air was recommended for him—the more the better. He would buy a pair of horses, and drive daily in Fairmount Park; but when they had been selected he was not able to drive, but inspecting them from the window, said in a whisper to his friend and partner, Mr. Wetherell, "I guess they'll do," wrote a check for the price, but never saw them nor his business office again. He was a charming fellow, handsome, well informed, well bred and every inch a gentleman. Mr. Wetherell continued along with the venerable Mr. Coe until in 1876, the Centennial year, he too contracted pulmonary disease. Mr. Coe was called hence a little in advance of the death of Mr. Wetherell and the Agency, what there was of it, passed into the hands of N. W. Ayer & Son who had at that time acquired some prominence.

In attempting to deal so thoroughly with the estimable Mr. Palmer and those that came after him I have gotten far away from the Pettengill office in State street. Mr. Pettengill, as I have said, had left Palmer suddenly, and commenced sending business to the papers on his own account. The papers were quite willing to have him do this, for if one agent in a town could send some business it was natural to infer that two could send twice as much, and possibly at twice as good prices. That, however, did not matter much, for advertising space not only did not cost anything, but was an expense if not filled with an advertisement—preferably an electrotype—because in the case of vacant space there would be the necessity of setting up reading matter to fill the void and that would cost money. Mr. Palmer, however, issued a proclamation warning the press against "one

(Continued on page 6.)

NOW IS THE TIME TO CREATE INTEREST. ADVERTISING! TISE!

The backbone of winter is broken. The active spring season will soon be with you. Will you get your portion of trade in Minneapolis, Indianapolis, Montreal, Baltimore and Washington? Now is the time to create interest in these well-known cities by using the following high grade evening newspapers:

During January and February **THE JOURNAL** carried 19 columns more foreign advertising (50 issues) than its nearest competitor (59 issues). A remarkable record.

**THE
MINNEAPOLIS
JOURNAL**

Now is the time to create interest in Indianapolis through the columns of **THE NEWS**, the high grade paper of that city.

**THE
INDIANAPOLIS
NEWS**

Largest
local
circulation.

Interest the purchasing classes of Montreal by using **THE STAR**, Canada's leading newspaper.

**THE
MONTREAL
STAR**

Reaches over ninety per cent. of English speaking homes in Montreal.

The medium adopted for interesting all classes.

**THE
BALTIMORE
NEWS**

THE NEWS is read in more of the homes in Baltimore every evening than any other local paper.

**THE
WASHINGTON
STAR**

Inaugurate a campaign of interest in Washington now. **THE STAR** will perform this service, and has by far the largest and best circulation at the National Capital.

DAN A. CARROLL, Special Representative.

Tribune Building,
New York.

W. Y. PERRY,
(Mgr. Chicago Office.)

Tribune Building,
Chicago.

rettengill," and the publishers saved the document and when they went to Boston showed it to Pettengill to make him feel good, and then went around to tell Mr. Palmer that the new man was actually sending them more business than he was.

Thus in the early day there began to be competition between agents. Mr. Pettengill soon found that the larger part of his business came from New York, and he opened an office there, and New York soon became his principal office, the Boston branch being left in the charge of an employee, Mr. U. L. Pettingill, as has been said. In the course of time U. L. was given a share in the earnings of the Boston office, and later he paid a fixed sum per annum to S. M. and what was earned beyond that became his own. The arrangement held good for a great many years and was only terminated by the retirement of Mr. S. M. Pettengill from business about the year 1890. He died shortly after selling the good will of the New York office to his former partner, Mr. James H. Bates, then of the Bates & Morse Agency, and Mr. U. L. Pettingill also dying about that time, was succeeded by his son, U. K. Pettingill who thus fell into an old established business and inherited it is said a very pretty fortune in well invested securities, beside. It is now quite generally known that he expanded the business far beyond the lines that his conservative father would have thought the boundaries of prudence and, in the latter part of the year 1903, was compelled to suspend payment, owing the newspapers something more than a million dollars, a loss which was submitted to on all sides with characteristic good nature or indifference.

Besides those already named there was still one other agency in Boston in 1865. It was conducted by two young men under the style of Evans & Lincoln. Evans had been a soldier, had been wounded in the Civil War, and coming home had taken up for occupation, the work of soliciting advertising patronage for a few

religious papers, notably the *Watchman* and *Reflector* and the *Youths' Companion*. In this work the firm of Evans & Lincoln made a decided hit. Prices were high, the country was full of paper money, everybody was prosperous, the religious people were undoubtedly the best people, and the religious papers the best papers, but no one had ever before exploited their merits. These young men were industrious and did very well indeed. Evans was a Baptist, his heart was in his work. He was thoroughly in earnest, and Lincoln used to say that when Evans found himself liable to fail to secure the order he was seeking, he often successfully reinforced his other arguments by exhibiting his sore leg that remained an uncomfortable memento of his patriotic service to his country. Lincoln was a very handsome fellow and prosperity was too much for him. He finally seceded from Evans and becoming an independent agent, made the acquaintance of one Turner, who was then attempting to put on the market a proprietary remedy having the euphonious designation of Turner's Tic Doloreaux and Neuralgia Pill. It did not sell, but the advertisements continued; people thought Lincoln would "get stuck" or would "stick" the papers, but neither happened; bills were promptly paid by both Lincoln and Turner, and still the goods did not sell. At last it turned out that Turner had, on some occasion or some pretence, been allowed to overdraw his account at the bank, and being unable to make good, the clerk by whose negligences the overdraft had been made possible, had not the courage to admit his fault, and Turner, seeing how the land lay, insisted on piling up his overdrafts, until they amounted to \$400,000 or thereabouts; nearly all of which had gone into advertising the pill with the long name; a circumstance that goes to show that merit as well as money is needed to make an article sell. Well, Turner went to the penitentiary and Lincoln did even worse, for his habits became bad. He grew to be a chronic borrower, his

(Continued on page 8.)

PAST PERFORMANCES.

What an agency has done for others should not necessarily encourage you.

The same agency may or may not be able to strike *your* needs as well. It depends.

Some agencies have a habit of switching on and off their talent. Now you have it, and now you haven't. Service is the thing you pay for.

We don't ask you to conclude anything off-hand from successes we've made for others—Quaker Oats, Pettijohn, Oneida Silver—a long list we could mention. Any agency has to have some successes to stay in business.

But look into our organization. Meet the brains and experience behind the successes. Then ask yourself if they were due to a series of happy accidents.

We employ no solicitors, depending on the strength of our organization to command business; we make no contracts, depending on the efficiency of our service to hold accounts.

FOR SERVICE in the two Americas *See* STARKE, New York.
abroad DERRICK, London.

THE PAUL E. DERRICK ADVERTISING AGENCY

New York London Paris Cape Town Sydney Buenos Aires

handsome face and fine figure grew into something quite different, and finally he disappeared, and I never have met any one who could tell me what became of him. Evans continued the business and did very well, but, as years went on, he hardly kept up to the times, and eventually he failed.

The newspapers of America will, as a rule, acknowledge as an advertising agent anybody who has enterprise or capital enough to print his name on a letterhead, they will let an agent stave off payments till the day of doom; but, so far as I have observed, they will never forgive and further recognize as an agent, a man who has once failed and left them absolutely in the lurch. Mr. Evans has died during the present year (1905) and I have been told that it was his good fortune to have a relative, a woman who was both rich and kind, in fact no less a person than she of whom Eli Perkins presumed to say that Bishop Potter married her for her widow's *mite* and she the Bishop for his Bishop's *mitre*. This good lady, I am glad to be told, saw to it that our old competitor did not want for any substantial need while his life was spared. It was in Mr. Evans' office, in Boston, that Mr. A. L. Thomas, now the head of the great Lord & Thomas advertising agency, and the principal owner of *Cascarets*, the wonderful medicine that works while the patient sleeps, obtained his first lessons in the science of advertising.

There was also at this time an advertising agency in Cincinnati conducted then, and long afterwards, by Mr. S. H. Parvin, who had secured and deserved the confidence of publishers. Long years afterwards his son, in partnership with somebody else, came to grief and failure. In Chicago an agent had credit for doing a profitable business. The man's name had a German sound but has not only entirely escaped my memory but has fallen into such oblivion that for a dozen years or more I have not met with any one who even remembered that such a man ever existed. A little later the firm of

Cook, Coburn & Mack was established in Chicago and for many years did a considerable business. Carlos A. Cook had been a traveling man in the employ of J. C. Ayer & Co., of Lowell, Mass., who were then perhaps the largest advertisers of patent medicines in America. A brother of Cook's was, I think, a partner in the Aver concern. The Mr. Mack of this firm was a brother of Mr. I. F. Mack so long known, and at the present time as well, as publisher of the *Sandusky, Ohio, Register*. At a later date Mr. Mack came to New York and, with Leander H. Crall, also of Ohio, established the calling of Special Agent that has since been in such successful operation. Mack and Crall were the first Special Agents that attempted to represent Western dailies maintaining permanent offices in the City of New York.

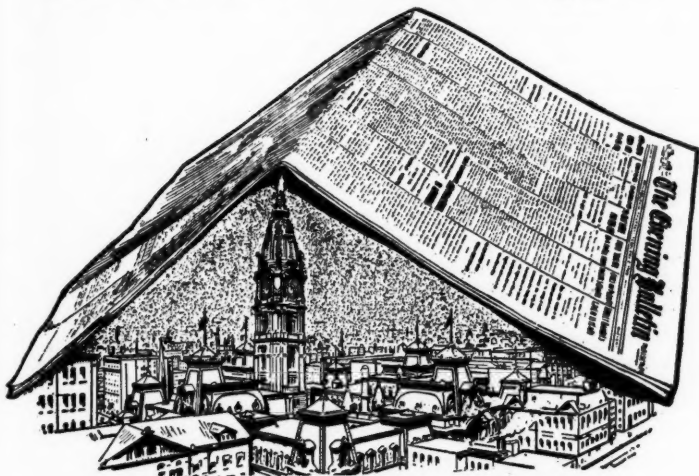
Finally there was (in the year 1865), in San Francisco, an established advertising agency conducted by one L. P. Fisher, who had the confidence of the few newspapers then issued on the Pacific Coast. Outside the City of New York I think the agencies then generally recognized have all been mentioned.

WHY IS THIS MAN LIKE AN ADVERTISER?



HE NEEDS "PRINTERS' INK."

Covers Philadelphia



The way the Philadelphia Bulletin covers the City of Philadelphia is a revelation to those who are not familiar with the conditions. In order to gain an adequate idea of the matter, it must first be known that in the Quaker City there are over 330,000 homes. Then compare this with the fact that the January circulation of the Bulletin was over 196,000 copies daily, and it is at once evident that there are practically no desirable homes in Philadelphia that the Bulletin does not reach. Such comparisons always disclose the real worth of a newspaper from the circulation standpoint, which is the only safe guide for the advertiser. Unquestionably, the Bulletin is a valuable medium for any advertiser who desires to cover Philadelphia completely. "Profitable Advertising."

The following statement shows the actual circulation of The Bulletin for each day in the month of January, 1905:

1 . . . Sunday	12 . . . 198,850	22 . . . Sunday
2 . . . 142,752	13 . . . 198,763	23 . . . 226,568
3 . . . 192,352	14 . . . 192,535	24 . . . 211,115
4 . . . 189,503	15 . . . Sunday	25 . . . 175,048
5 . . . 194,876	16 . . . 200,191	26 . . . 193,869
6 . . . 190,636	17 . . . 199,269	27 . . . 207,199
7 . . . 192,653	18 . . . 199,323	28 . . . 202,463
8 . . . Sunday	19 . . . 201,397	29 . . . Sunday
9 . . . 197,978	20 . . . 202,712	30 . . . 205,865
10 . . . 196,368	31 . . . 202,662	31 . . . 205,773
11 . . . 196,419		

Total for 26 days, 5,115,924 copies

NET AVERAGE FOR JANUARY

196,766 Copies per day

The Bulletin circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.
PHILADELPHIA, February 6th, 1905.

"In Philadelphia Nearly everybody reads the Bulletin"

THE MARCH MAGAZINES.

A magazine carrying 35,000 agate lines of business in one issue is exceptional. In November, a banner month, this amount was exceeded only by *McClure's*, *Everybody's*, *Review of Reviews*, *Harper's Monthly*, *Munsey's* and *Scribner's*. An advertising showing of 40,000 lines may occur only a dozen times a year among all the magazines. Some of the monthlies have high-water seasons when the character of their circulation brings them into especial prominence. March is the high-water month for *Country Life* in

PAID ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR MARCH.

	Pages	Agate Lines
Country Life in America (cols.).....	244	42,105
McClure's.....	162	36,440
Review of Reviews.....	153	34,272
Everybody's.....	150	33,600
Harper's Monthly.....	133	29,806
Scribner's.....	124	29,958
Munsey's.....	132	29,628
Century.....	112	25,186
Booklovers.....	107	24,078
Ladies' Home Journal (cols.).....	117	23,400
World's Work.....	98	21,994
Sunset Magazine.....	92	20,720
Business Man's Magazine (Feb.).....	91	20,447
Cosmopolitan.....	90	20,272
Delineator (cols.).....	148	19,840
Woman's Home Companion (cols.).....	97	19,520
Leslie's Monthly.....	86	19,264
Good Housekeeping.....	80	17,920
Success (cols.).....	102	17,694
Outing.....	76	17,034
Metropolitan.....	72	16,128
Red Book.....	68	15,232
Pearson's.....	67	15,094
Four Track News.....	66	14,952
World To-Day.....	63	14,112
Ainslee's.....	62	13,888
Designer (cols.).....	95	12,771
Ladies' World (cols.).....	63	12,648
Harper's Bazaar.....	52	11,852
Strand.....	47	10,628
Lippincott's.....	46	10,416
Argosy.....	45	10,112
Atlantic Monthly.....	43	9,740
Reader Magazine.....	40	9,072
Men and Women (Feb.) (cols.).....	44	8,956
Smart Set.....	36	8,246
Critic.....	36	8,191
Field and Stream (Feb.)...	35	8,050
Garden Magazine (cols.)...	35	8,006
Overland Monthly (Feb.)...	34	7,828
Housekeeper (cols.).....	39	7,800
Bookman.....	31	7,130
Suburban Life (cols.).....	33	5,686
Madame (cols.).....	34	5,677
Gunter's Magazine.....	21	4,704
Brown Book (Feb.) (cols.)...	24	4,178
Twentieth Century Home (Feb.) (cols.).....	24	3,900
St. Nicholas.....	16	3,606
Philistine (Feb.).....	29	1,787

PAID ADVERTISING IN LEADING WEEKLY MAGAZINES FOR FEBRUARY.

Week ending February 4:	Cols.	Agate Lines
Outlook (page).....	56	12,544
Independent (page).....	37	8,445
Collier's.....	40	7,626
Saturday Evening Post.....	40	6,853
Vogue.....	42	6,561
Life.....	45	6,300
Public Opinion.....	40	5,650
Literary Digest.....	39	5,631
Town Topics.....	27	4,538
Town and Country.....	22	3,819
Leslie's Weekly.....	17	3,539
Scientific American.....	16	3,243
Puck.....	13	2,351
Illustrated Sporting News	13	2,286
Associated Sunday Magazine.....	11	2,126
Harper's Weekly.....	12	2,072
Youths' Companion.....	10	2,000
Judge.....	9	1,695
Week ending February 11:		
Collier's.....	58	11,220
Town and Country.....	55	9,452
Saturday Evening Post.....	55	9,350
Illustrated Sporting News	28	4,851
Literary Digest.....	33	4,742
Public Opinion.....	31	4,460
Independent (page).....	18	4,250
Leslie's Weekly.....	21	4,206
Town Topics.....	25	4,111
Vogue.....	25	3,900
Outlook (page).....	17	3,808
Harper's Weekly.....	23	3,735
Associated Sunday Magazine.....	18	3,240
Scientific American.....	15	2,978
Life.....	18	2,523
Puck.....	12	2,146
Judge.....	12	2,064
Youths' Companion.....	8	1,760
Week ending February 18:		
Vogue.....	190	29,640
Collier's.....	60	11,410
Saturday Evening Post.....	44	7,480
Literary Digest.....	43	6,185
Town Topics.....	34	5,657
Public Opinion.....	32	4,576
Outlook (page).....	20	4,536
Independent (page).....	18	4,236
Leslie's Weekly.....	20	4,169
Town and Country.....	21	3,681
Scientific American.....	17	3,414
Life.....	22	3,195
Associated Sunday Magazine.....	16	2,900
Judge.....	14	2,466
Illustrated Sporting News	14	2,390
Youths' Companion.....	11	2,250
Harper's Weekly.....	13	2,122
Puck.....	6	1,108
Week ending February 25:		
Saturday Evening Post.....	92	15,640
Collier's.....	51	9,718
Vogue.....	37	5,865
Literary Digest.....	36	5,181
Youths' Companion.....	22	4,422
Town and Country.....	26	4,394
Scientific American.....	23	4,392
Town Topics.....	26	4,364
Public Opinion.....	31	4,340
Independent (page).....	18	4,233
Leslie's Weekly.....	20	4,161
Associated Sunday Magazine.....	20	3,715
Outlook (page).....	16	3,642
Life.....	20	2,833
Illustrated Sporting News	14	2,496
Puck.....	13	2,369
Harper's Weekly.....	13	2,193
Judge.....	9	1,563

(Continued on page 12.)

Special Notice to Publishers and Advertisers.

The **Chicago Daily Review** is the most interesting and important development in American journalism thus far in the year 1905. It is a small daily newspaper (4 pages), adapted for national circulation and sold to the mail subscriber for **\$1 a year**, 75 cents for six months, 50 cents for three months, 30 cents for one month. Omitting local, trivial and scandalous matter, it condenses all the important news of the day into small compass, adding a high-grade magazine feature and several columns of choice miscellany every day. Some of the well-known authors who have contributed the daily magazine features are Emerson Hough, Susan Keating Glasspell, Lucy Powers Huffaker, Trumbull White, Will Payne, Jessie Lee Willcox, Grant Robertson, John W. Midgley, Elliott Flower, Wallace Rice, Hon. Wm. E. Mason, Capt. Frank E. Lyman, Jr., and Forrest Crissey. The news is largely editorialized after the manner of the *Outlook* and the *Literary Digest*. The **Daily Review** appeals especially to women and is par excellence a family paper. *Nothing is admitted to its reading or advertising columns which cannot be read aloud in the home circle.* The **Daily Review** is backed by ample capital and is controlled by John J. Hamilton, the successful publisher of the *Des Moines News* for twenty years past. The first issue was published January 11, and the first week brought subscribers from every State in the Union, in answer to advertising in the *Saturday Evening Post* and other high-class mediums. Subscriptions came so fast that the Chicago post office felt called upon to demand explanations, suspecting that papers were being distributed free, in violation of the postal regulations. Advertising space in the **Daily Review** is offered at the flat rate of 10 cents per agate line for 40,000 circulation, discounts being allowed in accordance with the circulation at the time of insertion. Publishers and advertisers who wish to study the most interesting and novel newspaper venture of the year in its incipency, should send one dollar for a year's subscription to the Chicago **Daily Review** to

CHICAGO REVIEW CO.,
Room 1111, Coca Cola Building,
CHICAGO, ILL.

Total for February:

Vogue.....	294	45,966
Collier's.....	209	39,974
Saturday Evening Post.....	231	39,323
Outlook (page).....	109	24,530
Literary Digest.....	151	21,739
Town and Country.....	124	21,346
Independent (page).....	91	21,164
Town Topics.....	112	19,670
Public Opinion.....	134	19,026
Leslie's Weekly.....	78	16,075
Life.....	105	14,851
Scientific American.....	71	14,027
Illustrated Sporting News	69	12,223
Associated Sunday Maga-		
zine.....	65	12,081
Youths' Companion.....	51	10,432
Harper's Weekly.....	61	10,142
Puck.....	45	7,967
Judge.....	44	7,782

America, and its patronage in the current issue may establish a record for the year. In fact, it would be interesting to know how many general magazines have ever carried more gross business in a single issue, the total amount including the publishers' own advertising, being 45,000 lines. PRINTERS' INK figures the net advertising in this issue as 42,105 lines. The most interesting feature of this showing is found when a comparison is made with the circulation of *Country Life in America*. Of the March issue, 52,000 copies were printed, according to Mr. Doubleday. The magazine's average gross rate is about fifty cents per line, so that advertisers paid for space the sum of \$21,000 this month. If the advertising charge of doing business is reckoned at five per cent, this mass of advertising must return to advertisers nearly half a million dollars—\$420,000 to be exact. If the entire edition of the magazine is exhausted, its 52,000 subscribers and purchasers must spend with advertisers more than \$8 apiece to make this advertising productive.

* * *

In estimating the paid business carried in the large list now enumerated in this department, the Little Schoolmaster has to go according to his own light. There is more than one way to measure advertising. By actual measurement some of the standard monthlies give advertisers as many as 236 agate lines to the page, and the averages in this department have so far been based on actual measurements. According to R.

C. Wilson, of *Leslie's Monthly*, however, all standard magazines charge for 224 agate lines per page, and if advertisers induce a publisher to accept an ad several lines longer they are so much ahead. Hereafter this standard of 224 lines per page will apply to measurements in this department of all standard-size magazines.

* * *

The J. H. Daverman & Son advertisement, printed in the February Butterick Trio and widely advertised as the most costly single advertisement ever printed, the space costing \$9,560, has called forth several corrections. The double-page ad of the National Biscuit Company in the February *Ladies' Home Journal* cost almost \$20,000 for the single insertion, it is said. This correction, interesting to advertising men, will in no way lessen the general interest aroused by exploitation of the Butterick Trio ad in other magazines, however. Whether Daverman & Son knew the truth of the matter or not, the fact remains that they made the most of their expenditure in supplementary advertising, and probably got better returns than if the ad had been left to work out its own destiny on its merits.

* * *

The *Booklovers Magazine* has an "Advertisers' Ready Reference Directory" which is to be a monthly feature hereafter. It occupies five pages, and each advertiser is entitled to a line of space under a classification of his commodity, to print name, address and whatever comment there may be room for. The number of the page upon which each advertisement appears would greatly improve the department. It is another way of working out the advertising index problem, to which the modern magazine seems bound to come. Seymour Eaton yields this month to the "chat with our readers" habit. Among other things he says: "I was asked the other day to define an 'objectionable advertisement.' I can do so for myself but not for you. This making of moral standards for

other people may be all right in theory but in practice it is a hopeless failure. Indecency is objectionable; profanity is objectionable; drunkenness is objectionable; even lying about circulation is open to some criticism. But you cannot say that an advertisement of beer is objectionable simply because some people don't like beer; neither can you say that all patent medicine advertisements are objectionable simply because some of them don't cure. If evidence goes for anything, hundreds of thousands of people have been benefited in health by what are commonly classed as patent medicines, or by their faith in them, which is the same thing. To my way of thinking, a corset advertisement showing how to cramp a two hundred pound girl into a six-inch waist circumference is a good deal more harmful in its influence than whole acres of champagne or catarrh announcements. The manufacturer who uses the magazines says during the first three months 'it doesn't pay;' during the second three months 'we may get our money back;' and after a year 'we can't trace results directly to the advertising, but somehow or other our business is double this year what it was last.' The magazine which is simply entertainment, stories for instance, is not in the same class with the magazine which is read seriously. I hold that an advertisement in a high-grade magazine of 100,000 circulation is worth four times in value the same advertisement in a story magazine reaching the same 100,000 readers man for man and woman for woman."

* * *

The subject of the fifteen-cent magazine assumes greater importance as the success of prominent monthly publications that have taken the initiative become certain. Already the reading public is being prepared for an advance in the "chat with our readers" confidences. *Good House-keeping* this month says: "Our 'knead' isn't quite like that of the country editor who printed this plaintive appeal: 'One of our newly married young ladies kneads

bread with her gloves on. The editor of this paper needs bread with his shoes on; he needs it with his trousers on, and unless the delinquent readers of this old rag of freedom pay up soon we will need bread without a darn thing on.' But if prices continue to advance for paper, machinery, brains, labor, we shall have to advance the price of *Good House-keeping*. It now costs about three dollars a year to produce this book, of which the subscriber pays only one dollar. The other two dollars comes from advertisers who appeal to our readers' patronage."

* * *

State and municipal advertising comes into the magazines very slowly, despite all that has been said in its favor by State officials themselves. The magazines continue to print articles demonstrating the value of advertising in building up a community—*The World To-Day* has one this month on California's promotion through a central committee. The supervisors of fifty-seven counties in that State are empowered to spend in advertising two cents on every \$100 of the assessment for taxes—in some counties an advertising appropriation of \$11,000. But the money goes into literature, lectures and other underground mediums. Only the railroads buy magazine space. *Judicious Advertising*, of Chicago, lets fly a keen shaft toward the West: "For a great many years there has been talk of concerted advertising effort on the part of the fruit growers of California for the purpose of establishing a national and permanent demand for California fruits. The *California Fruit Grower*, commenting upon the matter, said, 'It is a good work and work that will result in some action later on to the benefit of all concerned.' If *Judicious Advertising* may be permitted to offer a long distance suggestion it would be that it is this 'later on' advertising policy that has been the principal trouble with California fruit growers. If advertising *will be* a good thing for the California fruit industry—and every one out there seems to

be of the opinion that it will—the great and golden time to put the policy in effect is *now—and not later on.*”

MAGAZINE NOTES.

Madame, published in Indianapolis, has moved to the old building of the *Indianapolis Journal* in that city, and is also putting a new printing plant in another part of the town. This magazine has grown to a remarkable extent since the Ford Publishing Co. brought it from Springfield, Ohio, a year ago.

An interest in *Town and Country* has been acquired by Moffat, Yard & Co., the new book publishing firm composed of W. D. Moffat and Robert S. Yard, for many years with *Scribner's*. This old-time weekly, first established in 1846 by N. P. Willis as the *Home Journal*, has always occupied a definite place among magazines devoted to high-class sports, social gossip and country life, and has in the past year or two been perceptibly toned up editorially and in advertising patronage. The offices of both businesses are at 289 Fourth avenue, New York.

Public Opinion is another magazine that draws attention to the general strengthening of weekly magazines. Its present subscription list is said to be in excess of 50,000, and the anti-Lawson articles have brought a fine newsstand circulation. An increase in rate was made a few weeks ago. One of the leading high-class general advertisers of New York City said the other day that the returns from a recent double column ad in *Public Opinion* were not only large, but had a wide geographical spread, and altogether altered his preconceived notions of what sort of results he ought to get through that periodical.

Leslie's Monthly has established the rule that, beginning with July, the back cover of that magazine will be sold only as a full page.

Little's Living Age, now published weekly in Boston, is probably the oldest magazine in the United States, dating from 1844, or six years earlier than the founding of *Harper's Monthly*. It has recently changed hands, Frank Foxcroft, formerly editor, becoming proprietor. The editorial policy of printing extracts from leading English literary reviews will not be changed, but the business department is to be stimulated.

The review numbers of *Collier's*, appearing the first issue in each month, are supplementary to the monthly fiction and household numbers so successful the past year. Foreign and domestic news, politics, progress, etc., are treated briefly.

Leslie's Monthly for March has an entertaining article on patent medicines—"The Making of a Medicine Man." Partly trust-busting in character, it gives surprising statistics of the business, and deals with certain inconsistencies of testimonials. "Take all the cocoa and chocolate manufactured in this country in a year," says the writer. "Add all the blacking and bluing, the flavoring and extracts and the axle-grease. Take next a year's product of that beet-sugar industry which was important enough to hold up a great treaty for two years in the Congress of the United States. Throw on all the glue, the refined lard, the castor oil, the perfumes and cosmetics, and the kindling-wood. Finally put on top of the pile the entire output of ink and mucilage. The total

value of this accumulation will still be less than that of a year's product of what we call 'patent medicines'." The census of 1900 placed the value of 'patent medicines' produced in this country annually at \$59,611,335. As the average profit is about one-third, this means that the sum paid over the retail druggists' counters, taking no account of increased consumption in the last four years, is something like \$80,000,000 a year, about \$1 for every man, woman and child in the country."

The Country Calendar, a new twenty-five cent outdoor monthly, will appear in May. It is to be published by the Review of Reviews Book Co., New York, and will have pages 10 x 14 inches to accommodate fine illustrations and typographical effects.

The "Big Eight," a group of magazines that has been advertised in combination the past five years as leaders among the standard-size monthlies, now comprises *McClure's*, *Century*, *Everybody's*, *Harper's Monthly*, *Leslie's Monthly*, *Scribner's*, and *Review of Reviews*. Their aggregate circulation per issue is stated to be 3,000,000 copies, for which a combination advertising rate of \$2,463.90 a page is charged, or \$14 per agate line.

An excellent piece of advertising literature sent out by *Benziger's Magazine*, the Catholic monthly, is a booklet made in the form of a miniature copy of that publication, showing color reproductions, the magazine's different departments and features, and giving a list of advertisers who use its space.

The March *Pearson's* has several articles interesting to advertisers. One is entitled "The Side Shows of Modern Business," and deals with living pictures, moving displays and other vaudeville window advertising features. "How a Big Newspaper is Conducted," the first of two articles on the subject, deals with news gathering, and is illustrated with views of New York newspaper offices. "The Poisons We Eat in Foods" is an article by Dr. Wiley, of the Agricultural Department, containing many facts for advertising writers who are dealing with pure foods. The *Woman's Home Companion* also treats this last subject, beginning a series of pure food articles from Dr. Wiley's department that will run for some months.

A new monthly, called the *Grand Magazine*, published by George Newnes, of the *Strand*, has been introduced in this country simultaneously with its appearance in England. It sells here for ten cents, and is filled with fiction and articles of somewhat the same character as the *Strand*.

In the March *Scribner's* an article by Frank A. Vanderlip deals with industrial and commercial education in Europe. It is valuable in showing how admirably German educators fit young men for trade, both at home and abroad, and ought to explain many things about the German's supremacy in South America to Americans who have knowledge of those markets.

The March *Strand* reproduces several rare pictures by famous artists which were made for advertising purposes. One is the celebrated label on Apollinaris Water bottles, drawn by George Du Maurier many years ago; and another a picture painted by the great Turner, to advertise soap. Fred Walker, the Royal Academician, was not

below producing a poster for an English cattle food; and there are other examples that will entertain any advertiser who has struggled with the complications bred by the mediocre artist who clings to "art for art's sake."

The March *Booklovers* contains a fine article on Henry Watterson, "the last of the personal journalists."

A broker on the New York Stock Exchange recently took Simeon Ford, the hotel-keeping humorist, to lunch downtown. While they sat talking, James Stillman, president of the City Bank, came in. The broker introduced Ford and Stillman. "I am glad to meet a man whose name is in everybody's mouth," said the banker, putting out his hand. "And I am glad to meet a man whose name is in *Everybody's Magazine*," was Ford's quick reply.—*New York Sun*.

After the forms of the April *Munsey's* close that magazine will discontinue its present sale of time discounts. Contracts for space dated before then will have the benefit of these discounts for a year.

"Confessions of a Yellow Journalist" is a series of readable articles beginning in *Public Opinion* February 25. Written by a newspaper man of the yellow persuasion, they deal with well-known characteristics of sensational newspaper making, lamenting the tendency of the yellow journal, but admitting its interest for the people and its advertising value. The first article deals with the foundation of the *New York World* and the innovations made by Joseph Pulitzer.

Vogue wants articles on the subject of postal progress, and will pay prizes of \$25, \$15 and \$10 respectively for the three best sent in before May 1. The articles are to be each about 1,000 words and about one-half of each article is to be in reply to the question, "Why is the post office the most civilizing department of government?" The other half is to be in reply to the question, "How can the United States post office better serve the needs of the people?" The publisher will furnish contestants special information about the postal service, its methods, limitations, management, finance, statistics, etc.

In an article, "The Newspaper and the Free Press," James S. Metcalfe, dramatic critic of *Life*, shows in the *Reader Magazine* for March how valuable is the advertising of theatrical reviews and comment to the theater.

The advertising rate of the *Atlantic Monthly* will be advanced to \$100 a page, forty-five cents a line, after June 1.

Prizes aggregating \$250 are offered by the Bureau of Design, New York Life Building, Chicago, to the general public for selecting three ads in current magazines that are liked best and three that are liked least. Reasons must accompany the ads and all answers must be received by May 15. This concern designs advertisements, and says it is worth the money to know what the public likes.

Probably the first general advertising of a fraternal insurance order appears in *Munsey's* for March in a half-page announcement of the Ladies of the Maccabees. It is also unique in being an advertisement of insurance for women, which none of the regular companies seem to exploit. The Supreme Commander of the Order is Mrs. Lillian M. Hollister, Detroit, Mich.

FACTS versus CLAIMS.

On January 20, 1905, following a detailed report of its own circulation, the Chicago Daily News said: "The Daily News regrets its inability to quote the circulation of the other Chicago newspapers, and this because with the single exception of THE RECORD-HERALD, no other Chicago newspaper makes a complete, detailed publication of the actual sales of all its editions."

CIRCULATION For JANUARY, 1905:

Daily Average, 148,687
Sunday Average, 202,400

— THE —
Chicago Record-Herald.

The Newspaper of Iowa
is the

Des Moines Capital

The Capital is the chief advertising medium for practically all Des Moines merchants.

It is the only evening newspaper carrying the department store advertising. Has had this exclusive business almost three years, and carries more department store advertising than all other Des Moines newspapers combined.

The city circulation is 2,000 greater than that of nearest competitor. Write for advertising rates.

Des Moines Capital, Des Moines, Ia.

EASTERN OFFICES:
New York, - - 166 World Bldg.
Chicago, - - 87 Washington St.

A BUSINESS POLICY NEEDED.

Ben B. Hampton, head of the general advertising agency in New York which bears his name, delivered an address before the Buckeye State Press Association at Cleveland last week on the relations that should exist between the advertising agent, the advertiser, and the newspaper publisher.

After reviewing some of the many grievances between the advertising agency and the newspaper publisher and in explaining the smooth and satisfactory relations which now exist between the magazine publisher and the advertising agency, Mr. Hampton made the somewhat startling statement that the trend of modern advertising is decidedly not towards newspapers but rather in favor of magazines and other forms of publicity.

"I have no desire to make myself unpopular with newspaper men," said Mr. Hampton, "but I feel that you would rather hear the truth than to have me 'jolly' you.

"You deserve all the nice things than can be said about your editorial conduct and your news enterprise—for the American newspaper man represents the cleanest, brightest type of American citizenship, but your business offices are as rotten as the Augean stables, and a Hercules is needed to clean them out.

"In plain English, you are falling behind in the race for general advertising because it is almost impossible to deal squarely with you.

"Look at these few facts for a moment:

"The circulation statements of the well-known magazines are rarely ever questioned.

"The rates of these publications are very rarely questioned.

"None of the well-known magazines will allow the agent's commission to an advertiser placing his business direct.

"Magazine publishers and publicity merchants compel prompt payment of their bills. Long credit is a thing unknown. Trade deals

are almost extinct with the high-class magazines.

"How do you think newspaper advertising conditions will compare with magazines and other forms of publicity? Most unfavorably.

"The newspaper must rid itself of its handicaps if it is to regain the position it once held at the head of the procession.

TRADE DEALS.

"Trade deals deserve a whole chapter to themselves. They form the rottenest spot in the history of advertising. The publisher despises them and the agent who is trying to operate on professional lines fairly loathes them.

"The advertiser's interests invariably suffer when he places his business on a basis of trade deals or with an agency making trade deals. The agent cannot be open minded and unbiased in his judgment when he is in the merchandising business.

"So long as he is a human being he will recommend the newspapers that buy his wares—and very often these are not the papers the advertiser needs. The result is unsatisfactory returns to the advertiser, and the newspapers lose another customer.

"Many of the younger agents absolutely refuse to engage in the trading business, and the result is they are handicapped in placing newspaper business.

"The agent who operates on a straight basis without trade deals is handicapped by lower earning capacity, and by having to pay rates established by trade deal agencies.

"You know and I know that it is easier for you to get your price on a trade deal than on a cash deal.

"I know that when I was a publisher I had a rate for trade deals and another rate for cash. Now that I am an agent and make no trade deals I want my cash to buy only the lowest rates.

"I know too that my agency has never sent out one hundred propositions that would not get at least two or three acceptances on our first offer. It seems absolutely impossible to reach a basis of fig-

uring so low that some publishers will not accept our first offer.

CUT OUT TRADE DEALS.

"All this is due directly and indirectly to trade deals—deals in which false values form the basis of operation. Cut them all out. Not part of them—but all of them. Sell your space for cash only, and if you cannot get cash, refuse the advertising. It might hurt for awhile, just as any surgical operation hurts, but you cannot afford to temporize with an evil that is affecting you as seriously as this.

HAVE A SIMPLE RATE CARD.

"The next plank should be: A simple rate card, based on a fair price, and absolutely no deviation therefrom. A circulation statement that you—the publisher—will swear to. A system of handling correspondence easily and promptly, so that the agent will always be sure of receiving the information he needs.

"First make your rate card simple. Make your basic rate as reasonable as you can. Don't get it way up in the air and then tumble down like a rocket on big space. That is putting a penalty on the little advertiser that he cannot endure.

"The rate card that makes its discounts for time or space too great is a constant temptation to the agent to order more space than he intends to use.

FLAT RATE FAVORED.

"The flat rate is, of course, the ideal system, and the nearer you can come to that the better. For the present, however, if you will simply make your rate card simple—and then stick to it—you will be doing enough.

"Then make a detailed circulation statement, sign it and date it.

"Make your advertising rates as reasonable as you can—never budge—but if possible keep from losing your temper when an agent asks you something unusually absurd. Bear in mind that some publisher is granting a similar request, or the agent would not spend time and money in making it.

"The questions of positions naturally arises in connection with

rates. My suggestion is to be as liberal as you can.

"I am satisfied that the average advertiser overestimates the value of position, and this is especially true of the foreign advertisers. It is well, however, to do all you can to accommodate him, always keeping in mind the fact if you ruin the make-up of your paper you lessen its value as an advertising medium.

A FAIR ARRANGEMENT.

"Certain publishers have adopted a plan of guaranteeing position at least next to reading on foreign advertising, and whenever the ad is of good size they put it top of column. That seems a wise, fair arrangement, and one that is practical in making up a paper. Such a plan as this can be followed without making an extra charge for position.

"Advertisers who desire special positions requiring extra labor in make-up, or positions with reading on three sides should be made to pay for them.

"Render your bills promptly and see that they are correct. When an agent throws out an insertion because of a slight technical error, and deducts it from the bill, I would quarrel vigorously with him.

ALLOW FOR CASH PAYMENTS.

"Insist on prompt settlements. Allow a cash discount of five per cent or even two per cent for prompt payment. The agent who fails to take advantage of a two per cent cash discount is not a desirable customer and you cannot afford to do business with him.

"The old days of the newspapers 'carrying' advertisers and agents are drawing to a close. They will soon be gone, and their total elimination will be beneficial to the honest publisher and the honest agent as well."—*Fourth Estate, February 25, 1905.*

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any news paper printed in the German language on this continent—no exceptions.

Circulation 152,062

RATE 35 CENTS.

THE DAILY PAPERS OF NEW ORLEANS.

The newspapers of New Orleans have until recent years been marked by a narrow partisanship, engendered by a carpet-bag government, a Federal control and helped by the angry attitude of a people who were the victims of their emotions. The newspapers of a community reflect its character with nearly absolute faith, and the New Orleans press is loyal to this law, and even in a greater degree than those of almost any other community. It is not strange then that in former years they fairly represented a population which, if cosmopolitan, was still alien to this country, mentally, spiritually, by tradition and by custom, for New Orleans was all of these. Three times she changed or had changed for her, her nationality. From Spain to France, to the United States, and the country with which she was least in-sympathy of all was the latter.

It was natural that this should be so, for her early history was that of the Spanish colonies in which she has borne a distinguished part, and the second era of her record is supplied from French sources, and to these two nations may be traced the most exclusive aristocracy the South can boast of. Proud to the verge of arrogance, reserved and cultured, with the national tendencies emphasized by the existence of slavery, and enriched by the then most potential agent of commerce, that of cotton, the general character of the people presented curious and by no means non-commendable phases which their newspapers pretty honestly reflected. That is why they had a code of morals differing from that of sister cities, and their methods were not those which were customary in the journalism of the country. Not because the editors wrote their papers with one hand on the pen while the other held a pistol, for that was not an uncommon way in the South before the war. Southern editors always belonged to the militant body, and the history of southern journalism which does not contain a chapter on the

violent deaths of its writers is incomplete. This condition prevailed until recent years, and even this generation furnishes numerous tragic examples of it. Sometimes the editor is killed and sometimes the offended citizen, and occasionally, as in the case of Bran, of the *Waco Iconoclast*, both are slain. Nor were these affrays confined to men of turbulent life. The echoes of the trial of the Lieutenant Governor of South Carolina for killing an editor have scarcely died away, although in recent times the corrective practice of killing the writer is largely abandoned. The early history of New Orleans journalism has indeed more than its share of this intrepid method of editing papers and correcting editors, but the bloodthirstiness has nearly if not altogether disappeared, and now the city reasonably boasts of two newspapers which are in all respects the equals of the best in this country. They no longer maintain a duelling staff. They are the *Times-Democrat* and the *Picayune*, and just as faithfully do they reflect the temper and character of the people as they did years ago, when that spirit was represented by them entirely different in character. A third paper, dating from more recent years, shares their prosperity and their dignity, the *Item*, but it has a history not reaching back to the stormy period of reconstruction, or beyond that to the more stormy days of the rebellion, and wayward ethics that prevailed "befo' the Wah!"

Generally speaking journalism is intense in the South because the individualities of the people are so marked. At least that was the case some years ago. There were only a few occupations and they yielded to the few that controlled them a liberal income without much effort. There were the planters who grew cotton and sugar, and the learned professions and politics, which constituted about all the open careers, and these were pursued without especial industry, leaving a vast amount of time for the consideration of the personal factor. So the newspapers, such as they were,

dealt largely in personalities which for the most part were complimentary but occasionally taking another tack, were bitter and scathing. Then the victim went after the editor with his gun and corrected him or failed to do so, as the case might be. But in any case some one got shot. Then came the war which unsettled things in a comprehensible way, and after them the carpet-baggers. The South could perhaps survive another war but she could never stand another invasion of political rascallions such as followed the last struggle, and no city suffered more from these parasites than New Orleans. They had sometimes two governments, and sometimes not any, but whatever it was it was worse than none. During these troubles the attitude of its press was singularly clean and upright, that is so much of it as did not come under carpet bag influence. I think the stand of the *Picayune* during this period was not only dignified, consistent and honorable, but was marked by a splendid heroism.

* * *

After the reconstruction troubles ended, as they did about 1880, came the efforts of the Louisiana Lottery to control the press of New Orleans. It nearly succeeded, as it was entirely natural that it should. The promoters of this scheme were loaded down with money; they were antagonized by nearly all of the United States, which they milked freely, and their local courts were servile and helpful. It was quite in order that they should secure for the declaration of their own merits their press, and it was as reasonable that the press, still reflecting the local spirit, should back up enterprises which brought so much money to the city.

* * *

John Wanamaker, however, cut out the Louisiana Lottery finally from business, closing the United State mails, and with its disappearance there opened up a new life in the South. Not that the breaking up of the Lottery was the chief contributor to this new existence, although it had its import-

ance as a factor, but it was contemporaneous with new industries. The Southern Pacific Railroad reached New Orleans, the Illinois Central extended itself by lease and otherwise to the gulf. The mines of Birmingham, Alabama, led to the founding of great steel mills there and elsewhere, and the manufacture of cotton as well as its cultivation assumed a place of importance in its industries. Moreover the generation which fought the war, either died off or grew mellow and placable toward the North with age, and the newspapers were quick to reflect this new sentiment and to aid its development. * * *

So, although the *Picayune* dates from early in the last century, its most distinguished history is that of the past few years, during which New Orleans has been stirred by the most admirable impulses.

In this splendid effort the *Picayune* has been nobly seconded by the *Times-Democrat*, and together they have kept the city alive to its best interests and have substantially and permanently advanced its worthy enterprises. As a matter of fact a hyphenated name for a newspaper bespeaks a character something wobbly. At any rate we look for a paper aiming to be two or more things, and seeking to preserve the traditional virtues drawn from varied sources and succeeding only indifferently. There are, of course, some exceptions to this rule, as the Chicago *Record-Herald*, the St. Louis *Globe-Democrat* and the *Courier Journal* of Louisville, which has long dropped its hyphen and come to be considered as a single name. It is not required of me to invidiously name those which are not distinguished for able editing that bear double names. You can easily select them yourselves, but among that number you will not count the *Times-Democrat* of New Orleans. * * *

When I read the editorial page of the *Times-Democrat* I feel that I am meeting a new body of thought wisely and sanely expressed, temperate enough and

still serious and reasonable, and I understand why editorials are maintained in papers although the commercial spirit of the age rather cuts them out. It is not to be wondered at. Why shouldn't the commercial spirit overwhelm the editorial page and make it subservient to its interests? Or if not, why should the strong men be on that end of a newspaper? And are they there? Ask the salary account of any newspaper of the country if that be the test. However, there is a reasonable spirit of the right kind shown in the *Times-Democrat* and in all the New Orleans papers by which it is in evidence that the news end of the paper makes progress far in advance of the business end. For example, the papers of the city charge an absurdly low price for standing business. You can have inserted in any of them an advertisement at a price approximating three cents a line maximum, which stands unchanged for a year. But the pushing enterprise of a department store agent who seeks to have his business fairly represented must pay any price between ten and fifteen cents a line.

* * *

There is one feature about the *Times-Democrat* that can be regarded and is so estimated by its readers with unalloyed delight. It is the market and commercial column written by a man named Phelps. He always leads off with a quotation from Shakespeare, generally apropos, but the body of his article is so meaty, so full to overflowing with real knowledge of his subjects, so genuine and faithful, that I would hesitate to compare any other with it. The *Times-Democrat* is partially owned by this man, but chiefly by Mr. Denegre who has his eyes fixed on a Senatorial chair. He hasn't got there yet. It may be a dream, like that of D. Addicks of Delaware, but it is a worthy ambition, and even to be a Senator from Louisiana after Kellogg, Blanchard and Caffery might be worth while, and who out of Louisiana ever heard of the two last? Another large interest is held by Mr.

Baldwin a man ably connected with banking in the city and a public spirited, broad gauge man.

* * *

These interests are harmoniously combined in the editorship of Page M. Baker, who is the editor and publisher, and is a vigorous and courageous writer and a man who carries his ostensible virtues, which are many, into his private life. The paper is supported by the use of the telegraph to a degree which would startle a Northern newspaper, and by that service alone the *Times-Democrat* asserts itself to be a real newspaper, while its provincial news, covering a vast territory in Louisiana, Mississippi, Texas and Alabama is all served by wire.

* * *

The *Picayune* is perhaps the oldest paper preserving its standing in the United States. It is a newspaper devoted to local and national causes but it is also intensely and notably a catholic sheet. Its editor is Thomas Y. Rapier who conducts the property for the E. J. Nicholson estate, whose heirs are two boys not yet of age. The *Picayune* has survived many changes in its clientele and bids fair to outlive any that are threatened. Like the *Times-Democrat* it is tied up with old fashions with reference to business but with it is far in advance of any other paper printed in the South.

* * *

The *Item* is an evening and Sunday sheet, and, although new in the field is the equal in some respects of the best. Some years ago it was purchased by a man named O'Malley who was the Superintendent of Pinkerton's agency in that city. O'Malley knew, as a detective should, the life of every man in the city. Personally he was a man of real courage, but in character is perhaps—at least let us hope—the last of the militant editorial body in this country. One day he was passing through Camp street when some one that had been outraged by his attacks opened fire upon him from the opposite side.

"Why," said O'Malley, "if you don't put up that gun you'll hit

somebody." The man fired again. "Now stop it I tell you," yelled O'Malley, "or I'll come across the street and take the gun away from you."

The man fired again and O'Malley walking toward him across the street was hit. Then he pulled his own pistol and shot his antagonist. They rang up an ambulance and put the aggressor in it and turned to O'Malley. "No sir," he said, "I wouldn't ride with that fellow dead or alive. Call me a hack," and in a hack he went to the hospital where he stayed seven weeks. This incident will furnish evidence to what I said about editors shooting and shot at. O'Malley then turned in to help the Italians under the ban for the Mafia murders and he succeeded in releasing them. But the quarrel was so bitter and the feeling so strong that his life wasn't worth buying in New Orleans. Besides that O'Malley was a tough and a bad man, who traded upon his knowledge, and he was glad to sell out his paper and the people were glad that he should. Its purchasers were C. M. Palmer and H. S. Thalheimer. Palmer was and is a newspaper broker. Thalheimer assumed the duty of publisher. He was a trained and capable newspaper man from Philadelphia, where he had served on the business staff of the *Record* and the *Times*. He was progressive, original and daring, and he introduced into New Orleans journalism a new and revolutionary energy. Hitherto all the papers had sold for five cents and there was in fact no lesser coinage in circulation nor use for any. He imported it to meet the necessities of a paper which sold at two cents. This step brought upon his head the wrath of nearly the whole community, for, as nearly everybody sold something it meant an invasion and a reduction of their prices. They were treated to lessons in economy by the *Item*, which sounds elementary to us but which were necessary for their education, for example it was presented that the saving of three cents a day for a newspaper was eighteen cents a week, that

eighteen cents would buy so many cigars, so much sugar, so many drinks, pay so many street-car fares and so on. The people discussed this matter with interest and finally the *Item* won out and the penny became the lowest unit of current money. It is apparent what a change this was. It was as though the unit of general circulation had been shifted from the dollar to the shilling or franc, and in fact that was just the proportion of the change. Stores introduced into their price lists the beguiling ninety eight cents, and their quotations ceased to be divisible only by five. The victory was not won without a serious effort to seduce the newsboys who readily stood out for a five cent paper. Mr. Thalheimer summoned his staff from all departments and said he would ask no one to do what he himself wouldn't do but he was going into the street to sell the *Item*. It speaks for the loyalty of the staff that they followed him, editors, printers, reporters, the stereotype men and the press workers to a man. In the meantime he telegraphed to Chicago and St. Louis for newsboys, and on the next Monday a car-load arrived who relieved the volunteer salesmen and presently established the use of the smaller coinage.

* * *

The *Item*, during Thalheimer's stay was run on the plan of the yellow journals of the North and it was and is a successful paper with a circulation approximating to 22,000. It was not offensively yellow, just entertainingly so. Its sporting reports were the best and most extensively printed, and its racing news was gathered with ability and edited with care. Just as the paper got well on its feet, and got clear of the old O'Malley taint, Thalheimer was stricken with a serious illness, which required for his cure a long rest and a residence in another climate, accordingly he sold out to Palmer and came North. The paper continues on the lines he laid down for it and maintains its circulation at the figure given and carries in volume more advertising than any

other papers in New Orleans, on account of its modern method of selling space.

* * *

It is needless to say that the whole press of the city is Democratic, reflecting in this respect the expressed politics of the people. I say expressed because Democratic politics are a matter of sentiment there and are retained against the confessed business interests of the people, which is for high tariff on sugar and cotton manufactured goods. It is doubtful if the people of this region relinquished their sentimental fondness for the Lost Cause if they would not cast a swinging Republican vote just because of the tariff. However, they are Democratic enough now.

* * *

The *States* is the political organ of Robert Ewing, originally a ward heeler but now to New Orleans what Israel Durham is to Philadelphia or Charles Murphy is to New York. It is a local sheet selling at five cents, and it is the price which enables it as in a more marked degree also the *Picayune* and the *Times-Democrat* to earn money on their circulation, whereby they are rendered independent of the business office. Without this feature we may seek in vain for an independent press anywhere, and it is greatly to the credit of New Orleans journalism that it has maintained its own in this enviable attitude. The *News* is a singular publication. It makes a living for its owner and publisher, Mr. Kernan. Let us say a good living, for Mr. Kernan is a man that dentes himself little. Occasionally the paper finds itself in possession of a story which the subject thereof would prefer not to have printed and in such cases the *News* is complacent. In the days of the Lottery the paper was singularly prosperous. It is yet but it is not a real newspaper because it is distinctively local. Still the *News* has its considerable group of readers and is not without its share of influence. There is *La Beille*, a French paper and a German daily which occupy their own field and do it well.

Altogether the journalistic situ-

ation in New Orleans is in advance of that of any city in the South. Its papers are reasonably independent, fairly clean and ably written and edited. The South, and particularly its cotton belt has made a great deal of money during the last five years, and the rehabilitation of the commerce of the Gulf has made its ports extremely prosperous. In this prosperity the newspapers have ably aided and freely shared and in truth the whole South for the first time since the civil war is reconstructed in fact.

* * *

Referring to civil war suggests the story that Jefferson Davis, dying in New Orleans a few years since became so nearly the cause of a great newspaper scoop that editors tell of it to this day with bated breath. It appeared that the *Times-Democrat* was holding its columns open for the expected demise when on a stormy night after "good night" had been had from the Associated Press, a telephone message from the reporter on duty was received stating that the Ex-President had just partaken of a hearty meal—so the staff was dismissed for obviously he was not going to die that night. But about that moment he did die and the *Picayune* man snapped it up. Unfortunately he was also the correspondent of a New York paper and he flashed the news there. The Associated Press heard it and wired their man in New Orleans for particulars. He walked into the *Times-Democrat* and asked for the proofs of the story of Davis' death. They had none, "Why he's better" they said. "No," said the Associated Press agent, "he is dead, I have just received the news from New York." So the *Times-Democrat* got a hustle on itself and printed the obituary that had been prepared in advance. It is only necessary to think what Jefferson Davis was to the Southern people to understand what this meant to the *Times-Democrat*. It was saved from being beaten on the most important piece of news it could ever handle and saved by the narrowest margin. R. E. RAYMOND.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the Roll of Honor of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. *Actual average for 1904, 1,011.*

Birmingham, Leader, d'y. *Average for 1904, 20,176. E. Katz, S. A., N. Y.*

ARIZONA.

Phoenix, Republican. *Daily average for 1904, 6,889. Chas. T. Logan Special Agency, N. Y.*

ARKANSAS.

Fort Smith, Times, daily. *In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 8,646.*

Little Rock, Arkansas Methodist, Anderson & Millar, pub. *Actual average 1903, 10,000.*

Little Rock, Baptist Advance, wy. An. 1903, 4,550. *Nine months ending Oct. 27, 1904, 5,111.*

CALIFORNIA.

Fresno, Morning Republican, daily. *Aver. 1904, 6,415. E. Katz, S. A., N. Y.*

Mountain View, Signs of the Times. *Actual weekly average for 1904, 27,108.*

San Francisco, Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending Dec., 1904, 62,232; Sunday, 87,947.*

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. *Average 1904, 9,125. First three months 1905, 15,000.*

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. *Actual average for 1904, 10,926 (*).*

Denver, Post, daily. Post Printing and Publishing Co. *Average for 1904, 44,577. Average for January, 1905, 48,538. Gain, 1,951.*

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. *Average for 1904, 17,547. Perry Lukens, Jr., N. Y. Rep.*

Meriden, Morning Record and Republican. *Daily average for 1904, 7,559.*

New Haven, Evening Register, daily. *Actual av. for 1904, 18,618; Sunday, 11,107.*

New Haven, Oodsmith and Silvernsmith, monthly. *Actual average for 1903, 7,817.*

New Haven, Palladium, daily. *Average for 1904, 7,857. E. Katz, Special Agent, N. Y.*

New Haven, Union. An. 1904, 16,076. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. *Aver. 1904, 5,855. Average gain over '03, 242. E. Katz, Spec. Ad Agt., N. Y.*

Norwalk, Evening Hour. *Daily average year ending Dec., 1904, 5,217 (*).*

Norwich, Bulletin, morning. *Average for 1903, 4,988; for 1904, 5,350.*

Seymour, Record, weekly. W. C. Sharpe, Pub. *Actual average 1903, 1,169.*

DELAWARE.

Wilmington, Every Evening. *Average guaranteed circulation for 1904, 11,460.*

Wilmington, Morning News. Only morning paper in State. *Aver. cir. 10,074 for 3 months.*

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star News-paper Co. *Average for 1904, 35,502 (© ©).*

National Tribune, weekly. *Average for 1904, 100,209.*

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, d'y An. 1904, 8,760. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, dr. An. 1904, 45,628, Dec., 1904, 45,744. *Semi-weekly 45,867.*

Atlanta, News. *Actual daily average, 1904, 24,280. S. C. Beckwith, Sp. Ag., N. Y. & Chi.*

Augusta, Chronicle. *Only morning paper. 1904 average, daily 5,661; Sunday 7,480.*

IDAHO.

Boise, Evening Capital News. *Daily average 1904, 8,296; average January, 1905, 8,978. Actual circulation February 1, 1905, 4,810.*

ILLINOIS.

Calro, Bulletin. *Daily and Sunday average 1904, 1,945.*

Calro, Citizen. *Daily Average 1904, 1,196, weekly, 1,127.*

Champaign, Daily News. In January, 1904, no day's issue of less than 2,800.

Chicago, Bakers' Helper, monthly (\$2.00). H. R. Ullmold. Average for 1904, 4,100 (C@).

Chicago, Alkaloidal Clinic, monthly. S. DeWitt Clough, adv. mgr. Guaranteed circulation 25,000 copies, reaching over one-fourth of the medical profession of America.

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,880; 1904, 67,757.

Chicago, Farmers' Voice. Actual weekly average year ending December, 1904, 25,052 (3).

Chicago, Grain Dealers Journal, a mo. Grain Dealers Company. Av. for 1904, 4,926 (C@).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 12,750.

Chicago, Journal Amer. Med. Assoc. W. J. av. 1904, 52,425. Oct., Nov., Dec., 1904, 54,814.

Chicago, National Harness Review, mo. Av. for 1903, 5,291. First 5 mos. 1903, 6,250.

Chicago, Record-Herald. Average for 1904, daily 145,761. Sunday 199,400.

Chicago, Retailers' Journal, monthly. Devoted to the grocery interest. Guaranteed circulation 11,000. 36 La Salle St., Chicago.

Kewanee, Star-Courier. Av. for 1904, daily 3,290, wy. 1,278. Daily 1st 5 mos. '04, 3,296.

La Salle, Ray-Fromien, Polish, weekly. Average 1903, 1,500.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 12,618 (24). *Sworn* av. '04, 12,084. *Smith & Thompson, Sp. Rep., N.Y. & Chicago.*

Evansville, Journal-News. Av. 1903, d'y 12,552, for '04, 14,050. E. Katz, S. A. N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,578. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, d'y. Aver. net sales in 1904, 72,982.

Indianapolis, Star. Aver. net sales 1904 (all returns and unsold copies deducted), 88,274 (3).

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,685.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted) 23,721.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,815.

Richmond, Sun-Telegram. *Sworn* av. 1904, dy. 5,761.

South Bend, Tribune. *Sworn* daily average 1904, 6,529. *Sworn* average for 1904, 6,529.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,235 (3).

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; wy., 5,291.

IOWA.

Davenport, Democrat and Leader. Largest guar. city circ'n. *Sworn* aver. Jan. 1905, 6,055.

Davenport, Times. Daily aver. 1904, 9,595. Daily aver. Dec., 1904, 9,705. Cir. guar. greater than all other Davenport dailies combined.

Decorah, Decorah-Posten (Norwegian). *Sworn* as cir'n, 1904, 40,274. Jan. 14, 1905, 41,225.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1904, 26,852. Present circulation over 29,000.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1904, 42,630. E. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, wy. Est. 1870. Actual average for 1904, 26,811.

Muscatine, Journal. Daily av. 1904, 5,240, emt weekly 8,039, daily, December, 5,907.

Ottumwa, Courier. Daily average for December, 1904, 5,192. Tri-weekly average for December, 1904, 7,975.

Sioux City, Journal. Dy. av. for 1904 (*sworn*) 21,784 av. for Dec., 1904, 22,808. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1904, 2,964. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1904, 7,808.

KENTUCKY.

Lexington, Leader. Aver. for 1904, afternoon 4,041, Sunday 5,597. E. Katz, Special Agent.

Louisville, Evening Post, d'y. Evening Post Co., pub. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year ending Dec. 31, 1904, 3,003.

Paducah, The Sun. Average for December, 1904, 2,961.

LOUISIANA.

New Orleans, The Southern Buck, official organ of Rikdom in La. and Miss. Av. '04, 4,815.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269, 641.

Bangor, Commercial. Average for 1904, daily 8,931, weekly 28,557.

Dover, Piscataquis Observer. Actual weekly average 1904, 1,913.

Levenson, Evening Journal, daily. Aver. for 1904, 7,524 (C@), weekly 17,450 (C@).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 3,180.

Portland, Evening Express. Average for 1904, daily 12,166, Sunday Telegram, 8,476.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1904, 53,794. For January, 1905, 53,622.

MASSACHUSETTS.

Boston, Evening Transcript (C@) (412). Boston's tea table paper. Largest amount of week day adv.

Boston, Post. Average for 1903, daily, 178,308; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 30 cents per agent line, flat, run-off paper; Sunday rate, 15 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1824. Actual daily av. 1902, 72,552. In 1903, 76,666. For 1904, average daily circulation, 81,035 copies. Reps.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. \$1. Aver. for year end'g Dec. 31, 1903, 20,250. Dec. 31, 1904, 20,660. Over 90 per cent paid subscriptions. Page rate, \$22.50 flat, pro rata.

Gloucester, Cape Ann News. Actual daily average for 1904, 6,294; December, 1904, 6,431.

North Adams, Transcript, even. Daily aver. printed 1904, 5,895. Last 3 mos., 1904, 6,166.

Springfield, Good Housekeeping, mo. Average 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Boston Globe. Average for 1904, daily, 194,705, Sunday, 295,368. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

FEBRUARY, 1905.

	DAILY.	SUNDAY.
1	205,087	
2	204,348	
3	204,460	
4	207,480	
5		293,564
6	204,339	
7	202,068	
8	202,545	
9	202,209	
10	202,411	
11	206,179	
12		295,521
13	202,688	
14	207,429	
15	201,061	
16	200,842	
17	201,610	
18	204,413	
19		301,589
20	218,249	
21	206,840	
22	Holiday	
23	215,084	
24	201,284	
25	204,538	
26		311,068
27	201,578	
28	201,344	
29		
30		
31		
Total	4,706,873	1,201,732

Daily Average, - 204,646
Sunday Average, 300,433

Perfect copies printed for sale.

CHAS. H. TAYLOR, JR.,

Business Manager.

March 1, 1905.

Worcester, L'Opinion Publique, daily (©©). Average 1904, 4,752. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1904, 4,164. Aver. for January, 1905, 4,347.

Flint, Michigan Daily Journal. Aver. year-end-Dec. 31, '04, 8,512 (*). Av. for Dec 7, 282 (*).

Grand Rapids, Evening Press, dy. Average 1904, 44,807.

Grand Rapids, Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in the field, Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,608. Av. Jan., 1905, 7,149.

Kalamazoo, Evening Telegraph. Last six mos. 1904, dy. 9,812, Dec. 10,086, s.-w. 9,511.

Kalamazoo, Gazette, daily, 1904, 10,811. Dec. 11, 087. Largest circulation by 4,500.

Saginaw, Courier-Herald, daily, Sunday Average 1904, 10,388; January, 1905, 10,908.

Saginaw, Evening News, daily. Average for 1904, 14,816. January, 1905, daily 14,908.

MINNESOTA.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad. pub. 1904, 52,063.

St. Paul, Dispatch, dy. Aver. 1904, 59,086. January, 1905, 59,501. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1904, 78,951.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily, 1904, daily average, 87,929; last quarter of 1904 was 92,222; Sunday 71,231. Daily average for January, 1905, was 92,993 net.

CIRCULAT'N

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 78,854. Actual average 1904, 79,750.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, daily. Journal Printing Co. Aver. for 1903, 57,089; 1904, 64,855; January, 1905, 67,598.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1904, 81,688.

St. Paul, News, daily. Actual average for 1904, 26,204. B. D. Butler, N. Y. and Chicago.

St. Paul, Pioneer-Press. Daily average for 1904, 25,090, Sunday 20,484.

St. Paul, The Farmer, s.-mo. Rate, 50c. per line, with discounts. Circulation for year ending June, 1904, 81,500. Present average, 85,900.

St. Paul, Volkszeitung. Actual average 1904 dy. 12,685, w'y. 28,687. Sonntagblatt 28,640

Winona, Republican and Herald, daily. Average year ending December, 1904, 4,216.

MISSOURI.

Clinton, Republican. W'y av. last 6 mos. 1904, 8,840. D'y. est. Apr., '04; av. last 6 mos. '04, 800

Joplin, Globe, daily. Average 1904, 12,046. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,890.

Kansas City, World, daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

Springfield, Sunny South, monthly. Actual average for 1903, 2,888.

St. Joseph, News and Press. Act. daily aver. for 1904, 25,057. Smith & Thompson, East, Rep.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1904, 41,408.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (©©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1902, 68,588; average for 1903, 106,625; average for 1904, 104,750.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,845,511. Actual proven average for past 12 months 1,611,928. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. *Sworn net circulation for 1903, 10,617. Sworn net circulation for 1904, 15,678.*

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. *Average year ending June, 1904, 149,803.*

Lincoln, Freie Press, weekly. *Actual average for year ending June, 1904, 152,082.*

Omaha, Den Danske Pioneer, wy. Sophus F. Nebbe Pub. Co. *Average for 1904, 81,628.*

Omaha, News, daily. *Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.*

NEW HAMPSHIRE.

Nashua, Telegraph, dy. and wy. *Daily average, 10 mos. '04, 2,870; October, '04, 8,169.*

NEW JERSEY.

Camden, Daily Courier, Est. 1876. *Net average circulation for 4 mos. end. Dec. 31, 1904, 8,687.*

Clayton, Reporter, weekly. A. F. Jenkins, Pub. *Actual average for 1903, 2,019.*

Hoboken, Observer, daily. *Actual average 1902, 18,097; Sept., 1903, 22,751.*

Jersey City, Evening Journal. *Average for 1904, 21,106. Last 3 mos. 1904, 21,816.*

Newark, Evening News. Evening News Pub. Co. *Av. for January, 1905, 57,948.*

Newmarket, Advertisers' Guide, mo. Stanley Day, publisher. *Average for 1903, 5,125.*

Washington, Star, wy. *Sworn av. '03, 8,759. Sworn aver. '04, 8,981. More actual subs. than any five other Warren Co. papers.*

NEW YORK.

Albany, Journal, evening, Journal Co. *Daily average for 1904, 18,288.*

Albany, Times-Union, every evening. Establ. 1856. *Average for 1904, 80,487.*

Batavia, News, evening. *Average 1903, 6,487. Average 1904, 6,757.*

Binghamton, Evening Herald, daily. Herald Co. *Average for first three months 1904, 12,210.*

Buffalo, Courier, morn.; Enquirer, even. W. J. Conners. *Aver. for 1903, morning 50,882, evening 58,082; Sunday average 68,586.*

Buffalo, Evening News. *Daily average 1904, 88,457.*

Catskill, Recorder, weekly. Harry Hall, editor. *1904 av., 5,626. Ac. December, 3,731.*

Cortland, Democrat, Fridays. Est. 1840. *Aver. 1904, 2,296. Only Dem. paper in county.*

Lyons, Republican, established 1821. Chas. H. Betts, editor and prop. *Circulation 1903, 2,821.*

Mount Vernon, Daily Argus. *Average 1904, 2,915. Westchester County's leading paper.*

Newburgh, News, daily. *Av. for 1904, 4,722, 3,000 more than all other Newburgh papers combined.*

New York City.

American Machinist, wy., machine construc. (Also European edition.) *Average 1904, 20,189.*

Army & Navy Journal Est. 1863. *Actual weekly average for 52 issues, 1904, 9,571 (©©). Only Military paper awarded "Gold Marks."*

Baker's Review monthly. W. R. Gregory Co., publishers. *Actual average for 1904, 4,900.*

Benziger's magazine, family monthly. Benziger Brothers, *Average for 1904, 27,025. present circulation, 50,000.*

Clipper, weekly (Theatrical). Frank Guen, Pub. Co., Ltd. *Aver. for 1903, 26,912 (©©) (689).*

El Comercio, mo. Spanish export. J. Shep and Clark Co. *Average for 1904, 7,292.*

Electrical Review, weekly. Electrical Review Pub. Co. *Average for 1904, 7,665 (©©).*

Forward, daily Forward Association. *Average for 1903, 48,241.*

Four-Track News, monthly. *Actual av. paid for six months ending February, 1905, 108,553. March edition guaranteed 120,000.*

Haberdasher, mo., est. 1881. *Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware Dealers' Magazine, monthly. *In 1904, average issue, 17,500 (©©).*

D. T. MALLETT, Pub., 213 Broadway.

Leslie's Weekly. *Actual aver. year end. Aug. 1904, 69,077 (*). Pres. av. over 75,000 weekly.*

Leslie's Monthly Magazine, New York. *Average circulation for the past 12 months, 245,946. Present average circulation 300,168.*

Music Trade Review, music trade and art weekly. *Average for 1904, 5,509.*

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. *1903 av. cir. 6,402.*

Pocket List of Railroad Officials, qly. Railroad & Transp. *Av. 1903, 17,992; April, 1904, 19,728.*

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual gain over 1903, 3,917.

The People's Home Journal, 525,166 monthly, Good Literature, 452,585 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal. Dow, Jones & Co. publishers. *Daily average 1903, 11,987.*

The World. *Actual aver. for 1904, Morn., 502,585, Evening, 579,785. Sunday, 455,484.*

Rochester, Case and Comment, mo. Lav. Av. for 1904, 30,000; 5 years' average, 50,105.

Schenectady, Gazette, daily. A. N. Lacey. *Average for 1902, 2,097. Actual average for 1903, 11,625, 1904, 12,574.*

Syracuse, Evening Herald, daily. Herald Co., pub. *Aver. 1904, daily 85,648, Sunday 29,161.*

Utica, National Electrical Contractor, mo. *Average for 1904, 2,625.*

Utica, Press, daily. Otto A. Meyer, publisher. *Average for 1904, 14,879.*

Warsaw, Western New-Yorker. *Smallest bona fide issue since Oct. 1, 1904, was 5,000 copies.*

NORTH CAROLINA.

Charlotte, Observer. *North Carolina's foremost newspaper. Actual daily aver. 1904, 6,143; semi-weekly, 4,496.*

Raleigh, Biblical Recorder, weekly. *Average 1903, 8,872. Average 1904, 9,756.*

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. *Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell N.Y. Rep.*

Grand Forks, Normanden, weekly. *Av. for 1903, 5,451. Guar. 6,700 after Nov. 1, 1904.*

OHIO.

Akron, Beacon Journal. *Average 1903, 8,205. N. Y., 523 Temple Court. Av. Nov., 1904, 10,703.*

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, **79,460**; Sunday, **68,198**. Jan., 1905, **80,824** daily; Sunday, **68,955**.

Mansfield, Daily News. Actual average year ending Dec. 31, 1904, **4,860** (§).

Springfield, Press Republic. Aver. 1903, **9,285**. Aver. '04, **10,327**. N. Y. office, 523 Temple Court.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, **1,775**.

Youngstown, Vindicator. D'y av. '04, **12,020**. LaCoste & Maxwell, N. Y., Eastern Reps.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, **5,514**.

Zanesville, Times-Recorder. Sworn average 1904, **8,810** (§). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1904, **58,898**.

Guthrie, Oklahoma State Capital, dy. and wy. Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.

Oklahoma City, The Oklahoman. 1904 aver., **8,104**; Jan., '05, **10,220**. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, **21,271**.

Portland, Oregon Daily Journal. Actual average for January, **18,542**; actual average March, 1904, **15,204**.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1904, **7,929**. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, **3,055**.

Erie, Times, daily. Aver. for 1904, **14,257**. Jan., 1905, **15,047**. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph, Dy. sworn av. Dec. '04, **11,726**. Largest circ. in Harrisburg quart'd.

Philadelphia, American Medicine, wy. Av. for 1903, 19,527. Av. March 1905, 16,827.

The Philadelphia BULLETIN'S Circulation.



The following statement shows the actual circulation of THE BULLETIN for each day in the month of January, 1905:

1.....	Sunday	17.....	199,269
2.....	142,732	18.....	199,323
3.....	192,352	19.....	201,392
4.....	189,403	20.....	202,712
5.....	194,876	21.....	202,062
6.....	190,636	22.....	Sunday
7.....	192,653	23.....	228,558
8.....	Sunday	24.....	211,115
9.....	197,978	25.....	175,048
10.....	196,368	26.....	193,869
11.....	196,419	27.....	207,199
12.....	198,250	28.....	202,463
13.....	198,763	29.....	Sunday
14.....	192,535	30.....	205,365
15.....	Sunday	31.....	205,773
16.....	200,191		

Total for 26 days, **5,155,924** copies.
NET AVERAGE FOR JANUARY,

196,766 copies per day

The BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

PHILADELPHIA, Feb. 6th, 1905.

In Philadelphia there are over 230,000 homes. THE BULLETIN's circulation, which during the month of January averaged 196,766 copies per day, goes each evening into a majority of these homes.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, **593,880**. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 23th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the art of 'Advertising to the Farm Journal.' After a canvassing of merits extending over a 'period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

Philadelphia, German Daily Gazette. Circulation 1904, daily **49,085**, Sunday **87,598**. Sworn statement. Cir. books open.

Philadelphia, Press. Daily average year ending Dec. 31, 1904, **115,242** net copies sold.

Philadelphia, Sunday School Times, weekly. Average for 1904, **92,618**. Send for rates to The Religious Press Association, Philadelphia.

The Evening Telegraph READ EVERYWHERE IN PHILADELPHIA, January Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of January, 1905:

1.....	Sunday	17.....	143,293
2.....	120,377	18.....	148,283
3.....	142,281	19.....	145,047
4.....	143,173	20.....	145,023
5.....	142,241	21.....	145,790
6.....	144,892	22.....	Sunday
7.....	147,342	23.....	166,021
8.....	Sunday	24.....	156,507
9.....	143,632	25.....	149,344
10.....	144,174	26.....	148,402
11.....	146,976	27.....	146,774
12.....	145,163	28.....	145,452
13.....	145,140	29.....	Sunday
14.....	143,719	30.....	144,842
15.....	Sunday	31.....	145,905
16.....	145,552		

Total for 26 days..... **3,773,135**

NET AVERAGE FOR JANUARY

145,120 copies per day

BARCLAY H. WARBURTON, President.
Philadelphia, Feb. 6, 1905.

Philadelphia, The Grocery World. Actual average year ending August, 1904, **11,741**.

Pittsburg, Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle. Official county organ. Daily average 1903, **6,648**.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 **15,168**.

Williamport, Grit. American's Greatest Weekly. Net paid average 1904, **198,755**. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Average for 1904, **8,974**. Enters two-thirds of Y rk homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average daily for 1904, **16,250** sworn.

Providence, Daily Journal. **17,290** (©©). Sunday, **29,486** (©©). Evening Bulletin **27,536** average 1904. Providence Journal Co. pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, **4,450**. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for fourth 3 months 1904 4,008.

Columbia, State. Actual average for 1904, daily 8,164 copies, (©) per issue; semi-weekly 2,251, Sunday 9,417 (©). Act. aver. for last six months of 1904, daily 8,626; Sunday 9,912.

GUAR AN FEED

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average November and December, 47,044 (3).

Knoxville, Sentinel. Average 1904, 11,482. Carries bulk Knoxville advertising.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1904, daily \$5,965, Sunday 47,002, weekly \$6,540, (964). Smith & Thompson, Representatives N. Y. & Chicago.

Nashville, Banner, daily. Aver. for year 1903, 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton, Record and Chronicle, daily and weekly. W. C. Edwards, pub. Daily av. 1904, \$16. Weekly av., 2,775. The daily and weekly together reach 65 per cent of all the tax-paying families of Denton County.

El Paso, Herald. Dy. av. 1904, 4,211; Dec., 1904, 4,455. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527; 1904, 1,551.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1904, 8,161.

Burlington, Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,547.

Burlington, Free Press. Daily av. '03, 5,566, '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1902, 5,098; for 1903, 7,482; for 1904, 9,400.

Richmond, Times-Dispatch, morning. Actual daily average year ending Dec., 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation Oct-Nov. and Dec., 1904, 57,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1904, 14,564; Sy., 18,475; wy., 9,524. Aver. 4 mos., ending Jan. 31, 1905, dy. 14,696, Sy., 19,318. S. C. Beck with rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Horner, pub. Average for 1904, 2,320 (1054).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,329. For 12 months up to April 1, 1904. Guarantee a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Leader-Press evening. Actual average 1904, 6,879. Average Dec., 1904, 6,582.

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Average for 1904, 26,201; January, 1905, 26,659 (©).

Milwaukee, Germania-Abendpost, dy. Av. for year end'g Feb., '04, 22,876; av. Feb., '04, 24,808.

Milwaukee, Journal, daily. Journal Co., pub. Yr., end. Dec., 1904, 27,170. Jan., 1905, 27,608.

Oshkosh, Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 8,702.

GUAR AN FEED

Wisconsin Agriculturist, Racine, Wis. Established 1877. Average for 1903, weekly, 55,181. " " 1904, " 57,254.

Only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Advertising, \$2.50 per inch.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1904, 8,986.

Rock Springs, Independent. Weekly average for 1903, weekly, 1,055. First eight months 1904, 1,552.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for January, 1905, 8,269.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695; June, 1904, 4,308.

MANITOBA, CAN.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press, daily and weekly. Av. erage for 1904, daily, 25,604; weekly, 15,801. Daily, January, 1905, 26,907.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for September, 1904, 6,806.

NOVA SCOTIA, CAN.

Halifax, Herald (©) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto, Evening Telegram, daily. Aver. 1904, \$1,884. Perry Lukens, N. Y. Rep.

Toronto, Star, daily. Average year ending December 31, 81,222; for January, 88,567.

Toronto, The News. Largest circulation of any evening paper published in Ontario. Aver. year end. Dec., '04, 22,173; for Jan., 28,226.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual aver. daily 1904, 22,850; weekly, 18,826.

Montreal, Journal of Agriculture and Horticulture. Semi-monthly. Average 1904, 61,427.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; Average February 1905, 86,187.

Montreal, Le Canada. Actual average 1904—daily, 19,287; weekly, 18,757.

Montreal, Star, dy. & wy. Graham & Co. Av. for '03, dy. 55,127, wy. 122,269 (1145). Six mos. end. May 31, '05, dy. av. 55,147, wy. 122,157.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—Webster's Dictionary.

Out of a grand total of 23,265 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.50 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎). Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

KENTUCKY.

THE COURIER-JOURNAL (◎◎). Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

MICHIGAN.

Grand Rapids, Furniture Record (◎◎). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

VOGUE (◎◎), the authority on fashions. Ten cents a copy, \$4 a year. 364 5th Ave., New York.

ENGINEERING NEWS (◎◎).—The leading paper in the engineering world.—Herald, Syracuse.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (◎◎).
D. T. MALLETT, Pub., 235 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

THE NEW YORK TIMES (◎◎). Times Square. "All the news that's fit to print." Net circulation in metropolitan district exceeding 100,000 copies daily.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

THE PITTSBURGH DISPATCH (◎◎), a home delivered circulation among those of all classes with money to buy.

THE PUBLIC LEDGER (◎◎), the ONLY newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks: Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial, Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (◎◎) the recognized medium in its territory for investors. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (◎◎)

Canada's National Newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago. Sworn circulation 1904, 51,231.

A BOOKLET has been made up of remarks made by patients of the Oppenheimer Institute, New York and other cities, the object being to show the symptoms of the drink craving and the methods of curing. It will interest anyone interested in the subject.

ONE of the largest and most interesting business periodicals in the world is *The Electric City*, published by the Chicago Edison Company to promote electric lighting, heating, advertising and home conveniences in that city.

CHARACTERISTIC types for newspaper headings, which are clear and strong for advertising purposes as well, are shown in a folder from Barnhart Bros. & Spindler, Chicago.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$30.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 35,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE DENVER POST, Sunday edition, Feb. 28, 1906, contained 4,306 classified ads, a total of 97 2-10 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is five cents per line each insertion, seven words to the line.

DELAWARE.

WILMINGTON people use the EVENING JOURNAL for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C. EVENING STAR (☉☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 12,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE CHICAGO DAILY NEWS is the city's "want ad" directory and one of the greatest "want-ad" mediums of the country. It has no Sunday issue, but is published every evening except Sundays and holidays. During the year 1904 the paper was issued 310 days; during that time it published 11,065 columns of classified advertising, consisting of 628,538 individual advertisements; of this number, 301,566 were transmitted to the DAILY NEWS office by telephone. Eleven telephones are used exclusively for the reception of such ads from nearly 600 drug store agencies and from thousands of individual customers throughout Chicago and its adjoining territory. These advertisements are, for the convenience of the readers, carefully classified under 1904 different classification headings. No free "want-ads" are published. The DAILY NEWS rigidly excludes all objectionable advertising. The value of the classified columns of the DAILY NEWS to the advertisers is shown by the very rapid growth of this kind of advertising in the paper. During the year 1903 it increased 133 columns over 1902, notwithstanding an increase in advertising rates in 1904 it increased 314 columns over 1903, or an average of a column a day.

"Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post-office Review.

INDIANA.

THE Indianapolis News during the year 1904 printed 125,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 373,730 separate paid Want ads during that time.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,355 lines of classified financial advertising. This is 4,276 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,333 more "Want" ads than any other Boston paper. It printed a total of 417,288 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; \$5c. subsequence.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty-six per cent more Want ads during 1904 than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,039; 1904, 64,333; January, 1905, 67,598.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,044; now 57,624.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin Globe carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad medium of the United States; 21 to 35 columns paid Wants Sunday: 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. DAILY STAR, Lincoln, Neb.

NEW JERSEY.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the LEADER carries largest patronage; hence pays best. BECKWITH, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the TIMES-RECORDER prints twice as many Want ads as any other paper.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 9,401. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cents a line.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

BULLETIN Want ads pay, because "In Philadelphia nearly everybody reads THE BULLETIN." Net daily average circulation for January, 196,766 copies. (See Roll of Honor.)

SOUTH CAROLINA.

THE Columbia STATE (2c) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY News is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the EVENING TELEGRAM, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates, Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax HERALD (2c) and the MAIL—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 25,500, Saturdays 105,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, January, '05, 36,567.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the Toronto EVENING TELEGRAM's classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday COLONIST than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

That paper is "best" which shows the largest amount of classified Advertising.

The German Daily Gazette

LEADS in PHILADELPHIA

Cols. of Classified Ads Published 1904 :

German Daily Gazette . 2,555 cols

Other Ger. Papers Comb. 360 cols

The Largest Two Cent Circ

Reliable news service and superior
THE CHICAGO TRIBUNE its high q
 of Circulation which brings to the a

That this fact is thoroughly appreciated i

During Februa

THE CHICAGO

printed over 269 columns more a
 morning competitor, and in fail
 with the corresponding period of
 84 columns, while its nearest co
 period suffered a loss of nearly

The total amount of advertising carried
 exceeded that of any other Chicago newspap
 better proof could be given that advertisement

t Circulation in the World.

superior editorials have secured for
high quality of Circulation—the kind
to the advertiser satisfactory results.

eciad is proven by the following figures:

February, 1905,

AGO TRIBUNE

more advertising than its nearest
in daily display alone, compared
period of 1904, shows a gain of over
rest competitor during the same
early 17 columns.

carried by THE TRIBUNE during February
newspaper, either morning or evening. What
tiseents in The Tribune are bringing results.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 30 cents a line, per measure, 15 lines to the inch (\$5); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAR. 8, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

At the annual convention of the Arkansas Retail Grocers and Merchants' Association, held lately in Fort Smith, that State, a strong resolution against trading stamps and premiums was passed.

A NEW SPECIAL AGENT.

Charles W. Lyman, for twelve years metropolitan advertising manager of the *Scientific American*, and one of the most popular men in the business, both in the East and West, will resign his position in April, and will in all probability enter the special agency field, to manage the Eastern office for weeklies and monthlies of large circulation.

E. C. PFEIFFER WANTED.

The Little Schoolmaster should like to hear of anybody who can give information of the present whereabouts of one E. C. Pfeiffer, who parades testimonials of the *Seattle Post-Intelligencer*, the *Brockton, Mass., Enterprise*, the *Worcester Evening Gazette*, the *Boston Traveler* and others.

A BOOKLET for the Meloton Piano, from the S. F. Myers Co., 60 Maiden Lane, New York City, is commendable for clearness of description and the compression of a great many facts into a little space. Besides general information as to the qualities that are required in the making of a good piano, the materials and details of several styles of the Meloton are tabulated, with prices. Woodcuts, employed as illustrations, are somewhat stiff in their effect, but make up for this defect in brilliance and sharpness.

THE BOSTON SUNDAY "GLOBE."

The fastest growing store in Boston, selling wearing apparel for women and children, advertising in the *Globe*, *Herald* and *Transcript*, found by actual and continuous tabulation of results from each paper used, that the returns from the Sunday *Globe* were as five to two and one half compared with those obtained from the Sunday *Herald*. And the above condition still prevails. The *Globe* is it for local and general advertiser. This statement is made by a man who absolutely knows.

BECOMING INDISPENSABLE.

M. B. JACKSON & SONS,
Real Estate,
Bailey Building.

SEATTLE, U. S. A., Feb. 21, 1905.

Editor of PRINTERS' INK.

The weekly copy of your excellent publication continues to bring us many suggestions and helps which we are immediately enabled to put into practical use, and the Little Schoolmaster is becoming so indispensable in our office that we wonder we were willing to do without it before receipt of the first copy.

We are enclosing under separate cover copies of a map of Seattle which we have issued, and are sending to our clients and those interested in Seattle real estate.

Yours truly,
M. B. JACKSON & SONS,
Per Frank C. Jackson.

THE Hartford, Conn., *Courant* will be represented in Chicago and the Western field by Mr. Charles H. Eddy, 445 Marquette Building, Chicago.

THE Hooton Cocoa & Chocolate Co. of Newark, N. J., is starting on a campaign of newspaper advertising in New England and Eastern States through the Ben B. Hampton Co. agency, 7 West 22d street, New York.

THE *Atlantis*, the New York Greek newspaper which has been published semi-weekly since 1893 by the Atlantis Co. 2 Stone street, will hereafter be issued daily. The change is made owing to the rapid growth in the Greek population of the United States, more than 150,000 of this people being in the country to-day, whereas the *Atlantis* was the first Greek newspaper founded here.

ONE of the Frank Presbrey Company's handsome booklets for Pinehurst, the North Carolina pine region resort, is given up almost entirely to colored reproductions of sporting pictures, wash drawings showing golfing, riding, tennis, shooting and similar scenes. Brief paragraphs tell of Pinehurst's advantages for each sport, there are directions for reaching the resort, and with each copy of the booklet is mailed a golf programme. A useful adjunct of this booklet is a reply card bound inside the cover.

CIRCULATION OF THE JACKSON, MICH., "PATRIOT" AND "PRESS."

Not until last Thursday morning when Mr. A. A. Seaver walked into this office did the *Patriot* and *Press* know that an expert was on the ground to examine into the respective circulations of the *Patriot*, *Press* and *Citizen*.

The *Citizen* office, it seems, was the first visited, but Mr. Seaver could not get in to examine the records.

The *Patriot* and *Press* have always courted the fullest investigation, and its publishers did not hide under the counter or refuse to give immediate access to any part of the plant, when Mr. Seaver showed up at this office and started his business. He was welcomed in; given every opportunity of making an investigation; and verifying the statements issued from time to time.—*Jackson, Mich., Patriot, Feb. 26, 1905.*

A BOOKLET offering the stock of the Phillips Realty Company, Keystone Building, Pittsburg, makes its strongest appeal on the score of the company's modern methods of handling real estate as agents. Instead of the lackadaisical, waiting methods of the old school real estate agent, this concern advertises properties on its books in the daily papers, and to indicate the results got in this way, backed by a selling organization, the company has reproduced some of its advertising.

PUBLISHERS' COMMERCIAL UNION.

Volume XXII of the *Advertiser Reporter*, the annual of the Publishers' Commercial Union, contains the names and ratings of more than 20,000 advertisers and agencies. The Publishers' Commercial Union was founded over twenty years ago to report on the financial standing of agents and advertisers, and does a valuable work in keeping its members supplied with such information and protecting them from fake advertisers and concerns of uncertain standing. The managing director of the Eastern District is Arthur Koppell, with headquarters in the Temple Court Building, New York.

MANILA, with an American population of about 4,000 souls, has three daily papers, the *Times*, *Manila American* and *Cablenews*. The *Times* is an evening daily, and the other two are published every morning except Monday. There are also four weeklies—the *Sunday Sun*, which is the oldest, the *Philippines Gossip*, *Manila Town Topics* and the *Orient*. "They all seem to make a living somehow," says the *Sunday Sun*, "as the editors are generally seen dashing around town in stylish carromatas. The policy of the Manila papers has been considerably toned down of late, and they now deem it wiser to think before they write. In the early days the opinions ran into all kinds of extravagances and did more harm than good. Libel actions have been the result, and in one or two cases the editors have had to pay the penalty."

THE use of large spaces in a daily newspaper to reach retail merchants in small cities, towns and villages, is new, but has been made effective by Everett, Ridley & Co., importers and jobbers of dry goods and notions, Atlanta. The territory covered by this firm embraces six States—Georgia, North and South Carolina, Florida, Alabama and Tennessee. Five columns, full depth, were taken in the *Atlanta Journal* recently to address retailers. Part of the advertisement was given up to advertising principles, and the remainder to an invitation to the retail trade to use the company's offices when in Atlanta on business. Charles T. Logan, New York representative of the *Atlanta Journal*, considers this ad one of the finest tributes ever paid to that paper. It must have been productive, or the firm would have used the mails. On that day the *Journal* printed 44,820 copies, according to Mr. Logan.

THE ATLANTA, GA., "CONSTITUTION."

A recent statement furnished by the Atlanta, Ga., *Constitution* for the American Newspaper Directory shows that the average daily issue of that paper for the year 1904 was 38,883 copies. The average of the Sunday issue, for the same period, was 42,319, counting in each case the number "printed and circulated." No statement concerning the number of copies issued of the weekly has been obtained for the Directory since the year 1899, when its average output was 89,798 copies. Since then the Directory has given the weekly a "B" rating, explained to mean exceeding 40,000 and also attaches the black spheres, meaning this paper has, on one or more occasions, indicated a desire for a higher rating than was accorded, but such definite information as would warrant a higher rating has not been obtained. Except the Louisville *Courier Journal* the *Atlanta Constitution* is without doubt the most influential paper published in any of the Southern States.

THE AMERICAN GOLF ASSOCIATION OF ADVERTISING INTERESTS.

The American Golf Association of Advertising Interests, which was organized at Pinehurst, N. C., at the International Advertising Golf Tournament, is already preparing for a big tournament to be held at Cleveland, O., the latter part of June. The officers of the Euclid Golf Club have invited the Association to hold the tournament on their course, which is one of the finest in the country. It is believed that the New York Advertising Golfers will join the American Association and participate in this tournament.

At a recent meeting of the directors of the A. G. A. of A. I., the membership committee decided to waive the initiation fee of \$5, and persons interested in advertising may become members under the following conditions by simply paying \$2, the yearly dues for 1905:

FIRST—Any one who spends not less than \$2,500 per year in advertising in newspapers, periodicals, street cars or bill boards.

SECOND—Any one who has authority to place advertising to the extent of \$2,500 or more per annum for any firm or corporation;

THIRD—Any one whose sole business is soliciting, writing, or placing advertising;

FOURTH—Any general or special advertising agent;

FIFTH—Any manager of the advertising department of a paper or other publication entered in the U. S. mails as second-class matter;

SIXTH—Any one exclusively engaged in preparing or selling advertising novelties;

SEVENTH—Any one exclusively engaged in soliciting or placing advertising in street cars or on bill boards or hoardings.

Application for membership shall be made to the Secretary-Treasurer who will present the names to the Membership Committee.

Every member shall pay \$5.00 admission fee, and \$2.00 annual dues. Dues to be paid annually in advance.

The plan for 1905, as informally discussed by the Tournament Committee, consists of running special trains from New York and Chicago, and holding a three-days tournament at Cleveland. It is also probable that the New York members will hold an Invitation Tournament in the Spring on a local course.

Particulars regarding the Association and application for membership should be addressed to Mr. Wm. H. Beers, Sec.-Treas., 31 Union Square, New York.

NOTES ON REAL ESTATE ADVERTISING.

Realty is almost an exact science in some respects, for the growth of communities and the development of real estate values is determined by certain laws, such as the establishment of a fixed seat for the local government, the building of large railroad stations, the restricting of residence sections, etc. Real estate men do not make as much capital of these technicalities as they might. In some respects, of course, they are too intricate and problematical for advertising purposes, but there are many real estate truths that can be put into the clearest language, and which would carry conviction more surely than many of the arguments now employed in this publicity. The truth of the principle that it is foolish to pay rent when you can pay installments is generally conceded by the public, and has become a full-jeweled, patent-lever, copper-bottomed, all-wool-and-a-yard-wide realty argument. It pays to own your own home, but the profit all depends on where you own it. Realty advertising for a certain subdivision usually presents reasons why that subdivision will prove a permanent investment. The other side of the mirror could often be shown by going into the history of property in the community that has decreased in value, outlining the causes by way of contrast. In rental business the technical science of realty values counts for a great deal, and the superior judgment of an experienced realty agent only be demonstrated in advertising by citing such instances of the rise and fall of values. Any real estate agent who sits down and examines his own experience in the community where he operates will find material for such arguments. For the man who wishes book knowledge on the subject, there is a very exhaustive volume on "City Land Values," written by Richard M. Hurd, president of the Lawyers Mortgage Company, New York City. In his treatise Mr. Hurd traces the development of many cities, from ancient Paris to the

new communities of the West, showing the stages of their growth, the rise and fall of different sections and the principles followed by a company such as he directs in appraising property, making loans thereon and watching for appreciation or deterioration. Examples of profitable and unprofitable business blocks, residences, apartments, etc., are shown in great number by means of maps, statistics and illustrations.

* * *

"Concerning Rental Property" is a booklet that enters into the technicalities of the agent's function in a brief, forceful way, telling why an agent is necessary as a specialist and summarizing the laws that govern real estate in Louisiana. It is published as an advertising brochure by Harry H. Hodgson, realty agent, New Orleans. Another booklet of a new and interesting sort is "Real Property Taxes," sent out by M. B. Jackson & Sons, Seattle. In a few pages are condensed the laws relating to the assessment and collection of taxes, city, county and State, the assessment rolls, street extensions, Washington State tide lands and other matters. Its advertising value is indirect, but definite.

* * *

Rueter & Snyder, realty and insurance agents, 1707 Venango street, Philadelphia, distribute in that city a parchment envelope to go in the vest pocket, holding the "exchange" transfers given on Philadelphia street cars. As a novelty it has the merit of being useful, and room has been found for some figures showing how rent will eventually purchase a home, and for a little talk on endowment life policies. This firm uses considerable space in the real estate columns of Philadelphia papers, always running large ads and giving a long list of properties in their hands. "Beautiful Bonnycastle" is another commendable realty booklet, vest pocket size, from Brent Altsheler, Louisville, Ky. Bonnycastle, a suburb of that city, is briefly described as to history, situation, climate, etc., and under the caption "Good Neighbors" is

given a list of well-known people who have already located there.

* * *

Some interesting correspondence on real estate advertising in newspapers lately passed between the Minneapolis *Tribune* and T. J. Janney, a rental broker in that city. The *Tribune* called attention to its large circulation as a factor in getting results for real estate advertisers. Mr. Janney replied that the real estate agent has a class of customers very different from the general merchant. The latter wants large circulation, and can afford to pay a little more for it, but the man who wants to buy a house, a lot or a store, reads the newspaper carrying the most real estate advertising, regardless of its circulation. In Minneapolis this limits real estate advertising not only to certain papers, but to special issues of those papers, and he saw no reason why an agent should go into the *Tribune* at a cost of twenty-six per cent more for space simply on account of larger circulation. To this argument A. W. Peterson, assistant general manager of the *Tribune*, replied:

It is a recognized business principle that the seller should seek the customer and not count upon the prospective buyer looking for the property holder. Nearly 90,000 people have expressed their preference to the *Tribune* by subscribing for it, and the easiest and cheapest way to reach every one of these subscribers is to put your advertisement in the paper they depend on for the news of the day; be it advertising, or reading matter. Naturally, not all of them will be interested in what you have to offer, but it is certainly fair to assume that you will find twice as many prospective buyers among them as you would among the subscribers of a paper which has less than half the circulation. If some small paper is the "recognized medium," and the people interested in real estate uniformly seek that medium, most surely that paper would have the circulation. It is quite true if a paper is the recognized real estate medium of the city, some prospective purchasers will buy the paper to see what is offered; but if any paper has a right to claim that distinction in this city it must be the *Tribune*. We carried on the four Sundays preceding last Sunday, 384 inches of real estate display advertising, against 364 inches carried by our nearest competitor. Moreover, in addition to this, in the same issues, we carried 1,010 inches of real estate advertising in the classified columns. And most interesting of all, every inch of our real estate advertising is paid for in cash at our net rate. There are

many ways in which we might have increased the amount of this class of advertising: by cutting the rate to large advertisers, by making trade contracts at low rates, etc. We have preferred, however, to accomplish the desired result in a slower but surer way; by establishing a rate as low as printing and distributing 90,000 papers will permit, and treating all advertisers, large and small, with perfect fairness and absolutely adhering to our rates.

This situation is duplicated in many other cities, and the realty advertiser is constantly called upon to choose between large circulations and the "recognized medium." There is a good deal of logic in the argument of Mr. Janney, yet it must be remembered that some of the best results in realty advertising are secured, not by advertising only for those who have already made up their minds to buy, but in convincing those who have not yet done so, and helping them make up their minds. The latter result is brought about by avoiding the classified real estate columns, scanned by people ready to buy, and coming out into the open with display advertising of a proselyting character. Both groups of newspapers have their value when used in the right way. In display campaigns the largest circulation is a great consideration.

KEYING.

A recent postal ruling says the advertiser who endeavors to key his ads by using various street and room numbers not occupied by himself must conform to the facts. A firm with initials may, without injury, change the second initial for a key, and the opportunity to slightly misspell the firm name is still possible with doubtful value. The "Department No. X" key is long and readers dodge it. Our own experience shows that advertising with no key brings over fifty per cent of replies where papers are mentioned. By pro-rating the balance, an effective check on returns is easily arrived at. Others claim this rule redounds to the benefit of well-known periodicals and to the injury of new ones, arguing "if they remember the ad and not the paper they give credit to the well-known fellow."—*Star Monthly Solicitor*, Oak Park, Ill.

COSTLINESS is the impression given by the catalogue of rubber specialties sent out from the Akron (Ohio) works of the B. F. Goodrich Company, yet in this case the liberality of the advertiser has not been abused by the printer. The catalogue is in entire good taste and looks to be worth all it cost. Imprint of the Matthews-Northrup Works, Buffalo.

A SHOE-STRING CAMPAIGN.

The wonders of advertising are not confined to big things. It often does little things admirably. The five-cent article in general advertising is really more wonderful than Tiffany publicity which sells \$3,000 pearl necklaces by mail.

One of the prime requisites for success with a five-cent article is frequency of use—something like soap or matches that is bought weekly or oftener in the average household. Such campaigns are founded on sound economics. But to advertise profitably a five-cent article that is bought only twice or three times a year—that is a different proposition. It has not been tried out so thoroughly.

That such advertising can be



Women Appreciate.

the neat and dainty appearance of their footwear the moment they lace their shoes with the new Stay-so shoe strings. A string with tips that can't come off, can't flatten, bend or break. The

Stay-so

SHOE STRING

never gets ragged; brail is of superior quality, fast dyed, will not fade or wear gray; will outlast three pairs ordinary strings. Guaranteed to satisfy or money back. Ask for them at notion counters and shoe stores.

For 10c. Stamps or Silver

We will send prepaid a special 15c. box containing three pairs of "Stay-so" shoe strings and a beautiful booklet entitled "Welcome News for Women Who Wear Lace Shoes." Send to-day and end your shoe-string troubles.

KELLY MFG. CO., DES MOINES, IA.

made to pay is shown in the experience of the Kelly Manufacturing Co., Des Moines, Iowa. This company makes shoe laces. Its patent on the "Stay-so" shoe lace is dated July 31, 1904, and it has been in business a little more than a year. George T. Kelly, president of the company, was formerly in the retail shoe trade, and learned that women have trouble with the common or garden variety of shoe lace. Men's lace shoes have eyelets that give little trouble, but shoes for women and children have eyeholes, through which the string must be threaded. All goes well until the tips come off the shoe laces. And then things go far from well. It was one of the characteristics of the old-fashioned shoe lace that its tip came off in a

few weeks, or was bent or broken. Mr. Kelly invented the "Stay-so," which has a piece of stiff tempered steel for the tip instead of soft metal, and clamped in such a way that it is impossible to separate it from the string. It was easy to invent this tip, but to make machinery for turning it out was another matter. It took three years to make this machine, but the company now has the fastest tipping device in the world—one capable of turning out from 300 to 400 gross of strings in ten hours.

When the tipping machine was perfected the question of marketing the product arose. Des Moines is pretty far West, but it was believed that the merit of the article would overcome any disadvantage arising from location. There is brisk competition in the manufacture of shoe laces, and the retailer's custom of keeping his customers supplied with laces free of charge was another complication. The quality of "Stay-so" was counted upon to discount these factors too. Shoe strings must be sold in hundred gross lots to make a profit, and advertising seemed the only method of building up trade.

"We knew that we had something that women wanted, and it was up to us to let them know where they could get it," says Joseph S. Zwart, secretary of the company. Mr. Zwart is a department store advertising man of ten years' experience. "We began advertising in one way and another the day we began business, but chiefly to jobbers and retailers. Finally we made up our minds that we were not going to quite the right class in this way. To reach the consumer and create an interest in 'Stay-so' was the logical method. In the October issue of the *Ladies' Home Journal* we started an experimental campaign, using a thirty-five line ad, single column, offering three pairs of 'Stay-so' free to every person who sent us the names of ten friends. To these names we sent our booklet, telling about 'Stay-so,' showing how the tip is made, enumerating the different lengths—child's, women's, misses' and men's—and directing the reader to demand 'Stay-so'

from retailers. A sample box containing six pairs, sent by mail for a quarter, was also offered. The method of packing 'Stay-so' with a yellow label around each pair was shown in several places, and on the cover was knotted a single sample lace. A coin card was sent with this booklet, and copies were given to retailers to distribute.

"This three-pairs-for-ten-names ad ran in October and November. More than 1,500 replies were received the first month, and even after the November issue of the magazine had been out two weeks we were receiving six to ten replies per day from the October ad. We received fully 2,000 answers to the first ad, and will get perhaps as many from the second. But we decided after the second insertion that the three-pairs-free proposition was a mistake. It costs too much to handle replies properly. Therefore, beginning with the December issue, we advertise three pairs for ten cents, which will pay the expense of the follow-up and give us the same amount of general publicity. The *Ladies' Home Journal* is the only magazine we have used so far.

"In advertising 'Stay-so' it is our aim to let people know that there is such a lace. Then they will go to their shoeman, and he will come to us or his jobber. We keep two traveling salesmen on the road, and find that it pays because their sales are large. In Des Moines our home merchants have pushed 'Stay-so' loyally by explaining its merits, with the result that their customers, especially women, would rather pay for our strings than take others free. This indicates a condition that surely applies to the whole country. Women and children are especially interested in 'Stay-so' strings because they lace their shoes all the way up through eyeholes and when a tip comes off they have a clumsy frayed end of lace that can hardly be forced through the eyeholes. Men who are careful of their personal appearance also like to have tips on their shoe laces all the time.

"There is one drawback to our proposition—the cost of 'Stay-so' strings to the shoe merchant. He

gives away nine-tenths of the strings he buys, and is therefore unwilling to pay more than usual for a newer, better article. But we are overcoming this disadvantage gradually. It is really a fallacy, for it pays the retailer to give our strings away. When he hands out a pair of old-fashioned strings the tips will not stay on more than six weeks. Then the customer comes in for another pair, gratis. Where 'Stay-so' is handed out with a pair of new shoes the tips all stay on until the lace itself is frayed or worn out. A retailer gives about three pairs of the old style lace to one of 'Stay-so.' This is not a theoretical argument at all, but a matter of absolute fact, shown by dozens of letters from retail shoemen who have kept track of their shoe string consumption. Our salesmen carry these letters and use them to overcome prejudice. It is difficult to convince some retailers, even with such proof, but in time they must all see the point. A company with an article like ours has all the time there is. We have no fear of the outcome, and our strings are now selling to retailers who have found out their real economy at from forty to forty-five per cent more than the cost of old style strings of the same quality. We have tried some free sampling with 'Stay-so' to consumers, but find that while it brings excellent results it is too expensive. In future our campaign will be centered on general mediums, urging consumers to ask for the goods at shoe stores and notion counters."

PROGRESS.

The New York Herald lately put in its offices a six-deck folding and printing machine guaranteed to handle 300,000 four page papers per hour—5,000 per minute! The machine, which takes 96 full-page stereo plates, eats up 6½ tons of paper an hour; this is said to be the largest appetite any printing machine has yet developed. Just ninety years ago the London Times got in a fluster on starting a machine that would handle 1,100 papers in an hour if it didn't get out of order.—*Business and Finance, New York.*

Old Gentleman—"I want to get copies of your paper for a week back."

Editor—"Hadn't you better try a porous plaster?"—*Philadelphia Bulletin.*

IT WAS NEVER DONE BEFORE.

THE management of Rowell's American Newspaper Directory will accept display advertisements for the 1905 edition of that book from printers, engravers, catalogue and novelty makers, or any other first-class firm which makes or sells a commodity of which the big general advertisers of the country would be glad to know. Terms: \$20 quarter-page; \$30 half-page; \$50 whole page—less 5 per cent. discount for check with order and copy. All display advertisements will be inserted in the body of the book, catalogue part, and within any State designated. A prepaid advertisement carries with it

....FREE....

First—An immediate one-time insertion of the same advertisement in PRINTERS' INK.

Second—A copy of the 1905 Directory (price, \$10), delivered carriage paid.

*If interested send order, copy and check,
at once to the*

PRINTERS' INK PUBLISHING CO.
10 SPRUCE STREET (up-stairs),
NEW YORK.

THE AMERICAN INVASION IN SPAIN.

The first step taken by the Germans is to discover, on the spot, the requirements of the Spanish market, or where a demand for a new line of goods can be created. This ascertained, an article is produced that will, at the lowest possible cost, meet those requirements. Frequently it may be a cheap imitation of some American or British invention, doubtless inferior both in quality and finish to its prototype, but the average Spanish buyer prefers the cheaper article.

With a carefully prepared assortment of samples, an experienced German traveler, with a good knowledge of the language, is then sent to Spain, and with the firm's resident agent visits all the buyers and obtains trial orders. Advertising matter, carefully printed in correct Spanish, is freely distributed. Prices are quoted in gold francs, according to the metric system, and in many cases even in silver pesetas, delivered free at the buyer's warehouse, the seller protecting himself in the price against any fluctuations in the rate of exchange.

Contrast this with the well-meant efforts of our drummers, sent here, let us say, to find a market for some excellent labor-saving appliance. Equipped with the crudest knowledge of Spanish, but with a plentiful supply of excellent advertising matter (printed in English, and with prices, weights, and measures arranged according to standards, which in nine cases out of ten might for all practical purposes as well have been printed in Greek), his first visit, accompanied by the hotel interpreter, is to the United States Consulate.

Here every effort is made to assist him, a list of possible purchasers is made out for him, and any other information is given which may prove useful. With the help of his admirably illustrated catalogue he usually succeeds in securing a certain amount of interest on the part of his intended customer, but the moment he explains that his firm will expect payment in New York before even a sample is shipped across, his visit comes to an abrupt and fruitless termination.—*United States Consul-General Lay, Barcelona, Spain.*

FUTILITY OF IMITATION.

Remember, we are what we are and truth will out. A brunette can't be a blonde. She can imitate but the imitation lacks convincing power. You can imitate the literature and plans of a successful advertiser, but you can't imitate his inner self and his brains. It's the hidden force in a man that cuts the ice. A man imparts his very self to his work. His individuality shows in every thing he does. Remember that in measuring success, "It's not the plan, it's the man."—*Star Monthly Solicitor, Oak Park, Ill.*

Don't despise small circulations in these days of "millions." A quart jug can hold more "red eye" than a six-foot miner. It's easier to hold 150,000 good subscribers than it is to hold a million. Mere bigness is nothing.—*Star Monthly Solicitor, Oak Park, Ill.*

NOTES.

SOME very attractive folders and envelope fillers describing inexpensive time stamps come from the Hoggson Time Stamp Co., 106 Fulton street, New York.

A CATALOGUE of rare books and autographs from George D. Smith, 50 New street, New York, is interesting for its book and lore and an excellent example of tasteful, inexpensive printing.

THE latest bulletin of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., is a handsomely printed one devoted to "Toll-Boards." These complicated devices are shown in complete detail.

BULLETIN boards adapted to any business and ready to be placed in any locality are pictured in a small catalogue from Smoot's Sign System, Columbus, Ohio. This concern makes a specialty of signs for retail advertising.

THE Great Northern Railway's handbook of transcontinental travel, entitled "Across America," has been so successful with tourists that a fourth edition has just been printed. The volume contains 120 pages of description and views of the country between St. Paul and the Pacific Northwest.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement and granted, double price will be demanded.

WANTS.

SECOND-HAND stereotyping outfit, not too large. Quote price. "P." Printers' Ink.

WANTED TO BUY—Angle Bar Duplex press for cash. NEWS-PALLADIUM CO., Benton Harbor, Mich.

WANTS cease to be wants after one insertion in the EVENING SENTINEL, Winston-Salem, N. C. One cent word cash.

WANTED—Manufacturers' agents to handle our line of advertising novelties. ST. LOUIS BUTTON CO., St. Louis, Mo.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

AGENTS and mail-order men handle our "Best" Skirt Supporter and Sanitary Belt Catalogue free. THE ROCKWOOD CO., Toledo, O.

PAGE-DAVIS GRADUATE offers honest work and ability in building Advertisements. BERT MOREHOUSE, Box 928, Providence, R. I.

LEARN to write advertisements; earn \$25 to \$100 per week. Information free. Write now to PAGE-DAVIS CO., Dept. 23, 90 Wabash Ave., Chicago.

ARTIST, pen and ink, desires position with retail firm as ad. illustrator. Original ideas. Can write ads, too. GREENE, Box 55, Jersey City.

ADWRITER (25), graduate I. C. S. Advertising School, desires position preferably as assistant to department store manager. Address "H. M. A.," Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 308 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "type-wise"; 64 pp., 50c. postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—First-class ad designer, one who has had experience on engineering and machinery publications preferred. Address THE FENTON PUBLISHING COMPANY, Cleveland, Ohio.

MY contract with leading agency expires soon. If you need a 44-calibre copy writer, strong on all lines ask me for samples and details.

"T." care Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Large circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

LIVE, hustling advertising representatives wanted in New York, Boston, Chicago and other large cities on a growing monthly magazine. Liberal commission basis. Good proposition. Address G. E. F. BUTLER PUBLISHING CO., Ravenswood Station, Chicago.

WANTED—A position by a young man who has the right qualities to make a first-class advertiser; a person who has made advertising and salesmanship a study; a clean-cut, healthy person of sound judgment; a person who can advance the interests of any employer by his manly, straightforward, honest ability. Address R. D. CASSMORE, Alma, Mich.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 50 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WE sell your ability without in any way endangering your present connections. Our service is confidential and is planned to aid the man whose success in his present position proves his ability to fill a better one. Why not get in touch with some of the excellent opportunities now open? We have all sorts of high-grade positions—Executive, Clerical, Technical and Salesman—paying from \$1,000 to \$5,000 a year. Ask us for booklets. Offices in 12 cities. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

PERIODICAL PUBLICATION.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

CARBON PAPER.

IN ONE MINUTE AND A HALF you can read our little treatise on carbon paper, and learn more about the subject than you ever knew before. It will pay any user to send for it—free. CLARK & ZUGALLA, 100 Gold Street, New York.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

POSTAL CARDS.

PRICES and samples of post cards Write STANDARD, 61 Ann Street, N. Y.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. S. F. MYERS CO., 40w. 45-50 52 Maiden Lane, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

REPUBLICAN weekly in Ohio county seat of 7,000. County and city strongly Republican. Largest circulation in the county. Good business proposition and desirable location. Address "G. F." care Printers' Ink.

A WELL established Poultry Journal Can now be bought right.

It has splendid circulation and large volume of advertising. Other interests require owner's time. \$5,000. Terms to responsible buyer.

EMERSON P. HARRIS, Broker in Publishing Property, 233 Broadway, New York.

POSTAGE STAMPS.

U. S. Uncancelled Postage Stamps bought at a small discount; reference furnished if required. "C. D." care of Printers' Ink.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million valise boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOFFER COMPANY,

11 Verona Street,

Brooklyn.

New York.

The largest maker of Tin Boxes outside of the Trust.

FOR SALE.

TWO PRINTERS—Mortgage on first-class printing plant for sale; bargain. Apply "MORTGAGE," Printers' Ink.

FOR SALE—Independent daily paper in city of 15,000, east central Michigan, with Cox Duplex Press and Mergenthaler, for \$18,000, \$10,000 down. Splendid property in prosperous part of the State. Circulation 3,750. Proposition No. 37. B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

FOR SALE—Complete outfit for country news-paper and jobbing plant. One large Howe press and two smaller Chandler & Price presses, with motive power connections. Paper cutter and other miscellaneous stock necessary for newspaper and job work. Everything in 1st condition. Will be sold at an attractive bargain, particularly if entire outfit is taken. Address J. J. THOMAS, Receiver, Lock Box 576, Glenville, O.

FOR SALE,

at a sacrifice, one BELKNAP RAPID ADDRESSING MACHINE, with cabinet and trays. In use only a few months. Address TOILETTES FASHION CO., 172 Fifth Ave., New York.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

TYPE RIGHT, arranged right, colors right, finished right, price right—that's been said about our work. Write to THOMSON PRINT, Philadelphia, Pa.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PAPER.

BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant southern red cedar and absolutely proof against moths. Prices low. Send for booklet. PIEDMONT FURNITURE CO., Statesville, N. C.

SUPPLIES.

USE "Reliance" absorbent paper on your mimeograph. Ink dries quick as a wink; never smuts. Get samples and prices from FINK & SON, Printers, 5th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., Limited.
of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best waste made. Sample package free. BERNARD'S AGENCY, Tribune Building, Chicago.

PUBLISHERS, Manufacturers, Paperhangers, Billposters—everybody that uses paste is learning the advantages of using Bernard's Cold Water Paste. Sample package by mail to any interested person. BERNARD'S AGENCY, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine re-temper and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'FG CO., Clinton, Ia.

MULTIPRESS FOR SALE.

FOR SALE, at a sacrifice, a Campbell Multi-Press, capable of printing, pasting, cutting and folding 3,000 complete copies per hour of a 4, 6, or 8-page paper. Practically as good as new. Just the press for a large, lively weekly, or any daily with a circulation up to 3,000. Prints from a roll. Now in use and may be seen running. Possession given on or about May 1st. Will sell at the sacrifice price of \$1,500. Also

For Sale, cheap—must be sold at once—a Cottrell & Babcock Drum Cylinder Air Spring Press. In excellent condition. Will print a full sheet 5x33. Price \$300. A bargain for a newspaper or job office. Address ITHACA JOURNAL, Ithaca, N. Y.

HOUSE-TO-HOUSE DISTRIBUTION.

DISTRIBUTION of advertising matter from house to house is our sole business. Established 1901. Write for rates, references and also any information desired. Address WALDEN DISTRIBUTING AGENCY, Box 1412, Salt Lake City, Utah.

ADVERTISERS selling through the trade and mail-order firms can secure prompt and satisfactory returns through my National Distributing Service, which guarantees an honest, judicious, house-to-house distribution of advertising matter anywhere in the United States. My distributors are bonde and make this work their exclusive business. No boys. Write for particulars.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 448 St. Clair St.,
Cleveland, O.

ADDRESSES FOR SALE.

LIST of voters, about 4,000 names, Barnes County, North Dakota. Farmers are listed separately. Post Office address given. Sent prepaid for \$5.50. ED. CONNOR, Valley City, N. D.

25,000 NEW names and addresses of the leading merchants and professional men and women, doing business now in Colorado, Wyoming and New Mexico, prepaid to any address for \$1.50 per 1,000. MERCHANTS PRINTERY, Box 61, Colorado Springs, Colo.

6,000 ADDRESSES, \$3.

Directory, Tremp, Co., Wis. Printed Jan. 1, 1905; every occupation given; worth \$9; 145 pages; forced sale; limited; sent prepaid. A. J. McNAUGHTON, Prop. Tremp, Co. Drug Store, Whitehall, Wis.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. K. S. & A. B. LACET. Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

LITERARY PEOPLE will be interested in "Library of Literary Criticism" (English and American). Eight volumes, just completed. Sold only by subscription. Send postal for description. MOULTON PUBLISHING CO., Buffalo, N. Y.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

GOOD PRINTING—500 envelopes, \$1.50; 1,000 for \$2.00. Other printing, same rate. SUN PUB. CO., Paulsboro, N. J.

PRESS CLIPPINGS.

SOUTHWEST Press Clipping Bureau, Topeka, Kan., covers Kan., Mo., Ark., Tex., O. T. & I. T.

ELECTROTYPE.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

MAIL ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. SINGER BROS., 82 Bowery, N. Y.

HALF-TONES.

NEWSPAPER HALF-TONES.
No. 3x3, 75c.; 3x4, 51c.; 4x4, \$1.00.
Delivered when cash accompanies the order. Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.
HALF-TONE or line reproductions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. SMITH PTG. CO., 312 Broadway, Toledo, Ohio.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (1904). 253 Broadway, New York.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties; 25¢ coin 3 samples, 10¢. J. C. KENYON, Owego, N. Y.

SALESMEN—Advertising novelties; earn \$100 week making orders; no collecting. BHI-LONITE CO., Box 892, Manchester, N. H.

MANUFACTURERS of advertising novelties of merit are requested to send samples.

R. DONALDSON BROWN, Advertising Novelty Broker, 524 So. Hill, Los Angeles, Calif.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, A World's Fair souvenir, 10¢.

WICK HATHAWAY'S CORN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 10¢ for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

COIN CARDS.

10M. \$16. any printing. Samples free, KING KOIN KARRIER, Beverly, Mass.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

THE BEE, Danville, Va. Average circulation (Feb., 2,324. "Wants" 5c. per line; min. 15c.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE Circulation 17,500 (©©). 233 Broadway, New York.

THE EVANGEL, Scranton, Pa. Thirteenth year; 20c. a grade line.

ANY person advertising in PRINTERS' INK to the amount of \$16 or more is entitled to receive the paper for one year

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

THE RECORD is the *Woman's Home Companion* of Troy and Central Miami County, Ohio. Only daily. Low-class medical, lost manhood, monthly regulator, fake financial, liquor, etc., advertising barred. Send for sample copy.

LEARN SHOW WINDOW TRIMMING!—Full course of lessons for the country merchant in The Cincinnati Trade Review. Send 25 cents for one year's trial subscription. THE CINCINNATI TRADE REVIEW, Cincinnati, Ohio.

FAIR AND CONVENTION DATES. Advertisers who cover Agricultural and Street Fairs and Conventions and Celebrations of every description will find the only complete list of dates in THE BILLBOARD. Corrected every week. Send \$1 for three months' subscription. Box 845, Cincinnati, Ohio.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 50,000 circulation guaranteed, proven; 300,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

LIST OF SUMMER PARKS.

L Advertisers who wish to reach all the SUMMER AMUSEMENT PARKS should subscribe for THE BILLBOARD. It publishes the only complete list. Three months' subscription for \$1. Address Box 845, Cincinnati, Ohio.

THE PULLING POWER

OF

THE ZANESVILLE SIGNAL.

Nothing equals it in Southeastern Ohio. Printed in a city of 30,000 thrifty, money-spending buyers. Circulates besides in hundreds of nearby rural communities and 64 surrounding towns. Contains latest Associated Press reports and reaches thousands on afternoon and evening of day of publication. A fresh, newsy, clean, well-printed, twentieth century family daily. Makes a specialty of Southeastern Ohio news, which wide-awake local correspondents send in from hundreds of centers, binding readers to THE SIGNAL with hooks of steel—making subscriptions "stay put." Has all the merits needed to reach, attract, impress and convince the ad-reader. A tried and effective bringer of business.

Circulation guaranteed exceeding 5,000.

Rate, 14 cents an inch flat.

THE ZANESVILLE SIGNAL,
James R. Alexander, Publisher,
Zanesville, Ohio.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York. 1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 233 Broadway, New York.

"REAL ESTATE," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

NEW CUTS and advertising copy for your line are cheap enough by our method. ANT LEAGUE, New York.

"A" writing, illustrating. Ask about my special mailing card service. M. P. LEVINE, 6127 Aberdeen St., Chicago.

A DVT. WRITING—nothing more.
Been at it 14 years.
JED SCARBOROUGH,
557a Halscy St., Brooklyn, N. Y.

G RANGES—RANGE—BARD.
PRINTERS' INK and the American Newspaper Directory admit I write good Gas ads.
Sample ad free to Gas Companies.
HARRY C. BARD, Oneonta, N. Y.

PRINTING

Of every description, the way it should be done.
Mailing slips, price lists, circulars, booklets and business announcements of all kinds a specialty.
A neat job and a fair price always guaranteed.
Try us if you want to be pleased.

PRINTERS' INK PRESS,

45 Rose Street, New York, N. Y.

W HAT IS YOUR TARGET?
At what class do you aim your advertising?
Have you a monopoly so absolutely "air-tight" that most any old stuff is good enough for those who must come to you anyhow?

If that is your blissful situation you certainly have no use for me. But (and here is where I "butt into the game") you may have lots of "warm" competition—some of it extra keen (I've known such cases)—and then, what? Why then, when you send out an ink and paper "salesman" through the mails, you must see that his "get up" and talk do not discount that extra excellence you claim for your stuff. I work only for people unwilling to pay postage merely to fatten waste-paper baskets with that "costliest" of all printed matter—I, e., the "cheap-enough"-to-be-thrown-away-on-sight kind. Possibly you might be interested in some of the "things" I have built for those waste-basket "foilers!" A letter suggestive of possible business will receive my prompt attention.
No. 37, FRANCIS I. MAULE, 402 Sanson St., Phila.

Advertising Agencies.

Advertisements under this head, two lines or more
20 cents a line. Must be handed in one
week in advance. Display type may
be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3402
Sixteenth St., San Francisco, Cal.

CURTIS-NEWHALL CO. Established 1895. Los
Angeles, California, U. S. A. Newspaper,
magazine, trade paper advertising.

BARNHART AND SWASEY, San Francisco—
Largest agency west of Chicago; employ 60
people; save advertisers by advising judiciously
newspapers, billboards, walls, cars, distributing.

MISSOURI.

H. W. KASTOR & SONS ADVERTISING COM-
PANY, Laclede Building, St. Louis, Mo.

NEW JERSEY.

MAIL order advertising a specialty. THE
STANLEY DAY AGENCY, Newark, N. J.

NEW YORK.

O'GORMAN AGENCY, 1 Madison Ave., N. Y.
Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad
St., N. Y. Private wires, Boston, Phila. etc.

ALBERT FRANK & CO., 25 Broad Street, N. Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertis-
ing of all kinds placed in every part of the world.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY,
(Established 1890),
925 Chestnut Street, Philadelphia.

CANADA.

CANADIAN advertising promises results which
invite most careful investigation. Write us
for best list of papers to cover the whole field
efficiently. THE DESBARATS ADVERTISING
AGENCY, Ltd., Montreal.

NEW JERSEY

FREIE ZEITUNG

NEWARK, N. J.

IT WILL PAY YOU TO USE
THE FREIE ZEITUNG

("New Jersey's Leading German Daily,
Sunday and Weekly Newspaper")—it
reaches the bulk of the 100,000 prosper-
ous German buyers of Newark and vic-
inity. Write for Rate Cards.

ESTABLISHED 1858

NOVELTY ADVERTISING

Watch Charms,
Watch Fobs,
Stick Pins.

is a specialty. We have made a special
study of its uses and abuses—the when,
where and how to employ it.
Let us know who you want to reach and
we will submit ideas and sketches.

Buttons,
Pin Trays,
Pocket Pieces.

T. F. MOORE & PARTNER,

Send 10 cents for
"Don't Worry Club" Pocket Piece.

Office, 1361 Monadnock
Bldg., Chicago, U. S. A.

"Live" Agents
Wanted.

Correspondence is Solicited.

The manufacturer who would encourage the sale of his goods in 281 department
stores will find it of advantage to investigate the plan we have in successful
operation.

The Advertising Agency of Geo. P. Rowell & Co. was established in 1865, and
for forty years has been identified with successful advertising.

We plan the whole campaign and design and write advertisements, and save
the advertiser money on contracts.

Our Preferred Lists of newspapers and magazines are those which give the
largest returns for the least money. Address

GEO. P. ROWELL & CO., 10 Spruce Street, N. Y. City.

Newspaper Publishers, Jobbers, Souvenir Dealers.

OVER 100,000 designs of up-to-date novel and beautiful Souvenir Post Cards in our stock.

Buy Direct

from the publishers and importers. No other concern in the world can supply you so promptly at such reasonable rates. We make souvenir post cards from designs and photographs furnished by you.

Increase Your Business

by handling our line of post cards. Samples and terms upon request.

U. S. SOUVENIR POST CARD CO.,
PUBLISHERS AND IMPORTERS,
1140 Broadway, - - - New York.

The Evening Journal

OF JERSEY CITY, N. J.

The leading and only two cent local paper
in a field contested by one cent local
and New York papers.

A HOME, NOT A STREET CIRCULATION.

One edition daily, therefore no duplication
of circulation.

NOTE OUR GROWTH.

1900-15,106 1902-17,532 1904-21,106
JANUARY, 1905-22,416

The American Newspaper Directory awards mark (☉☉) for
quality of circulation.

...THE...
EVENING JOURNAL

Washington, Iowa.

Biggest Little Daily in Iowa.

Population of Washington, Iowa,
4,500.

Circulation of Evening Journal,
Daily, excepting Sunday,
1,500.

The Circulation is growing.
Good, clean advertising soli-
cited. Write for sample copy.
You do not cover our local
field if you are not a JOURNAL
advertiser.

ORVILLE ELDER, Publisher,
Washington, Iowa.

The Sunday School Times

PHILADELPHIA,

has 3 features which make it
stand out alone and in front of
all other publications:

Religious Homes.—Only those
of the men and women in the
different denominations who are
the active workers in church
and Sunday-school.

Christian Women.—About 80
per cent. of its circulation is to
the women not reached so di-
rectly by any or all of the wo-
men's publications.

Good Advertising.—Contains
only clean, high-class advertis-
ing, unobjectionable in charac-
ter, wording and display.

Are you eligible to get this good
service?

Soc. per line or \$11.20 per inch.

We Shall Be Pleased To Hear From You. 49.

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

**The
Medical
Brief**

A Monthly Journal of Scientific Medicine—has the
LARGEST CIRCULATION of any Medical Journal
extant. Average for 1904—

41,403 Copies Monthly.

There is no more ethical and scientific professional
Journal published than

THE MEDICAL BRIEF.

It numbers among its contributors the **LEADING
MEDICAL WRITERS** of the age, and is regarded, both
at home and abroad, as **in the Front Rank** of the
World's Medical Journalism.

Looking Towards Canada

Any one contemplating an advertising campaign in Canada should get
plans and prices from us. If thorough knowledge of the field to be covered
and special facilities for handling the right kind of copy, both French and
English, will influence the choice of the agency to be used, then there is
no doubt as to who will get the business: **IT IS OURS.**

THE DESBARATS ADVERTISING AGENCY
(LIMITED).

Merchants' Bank Building, Montreal.

The game is "Magazines"

Take a good, long, critical look at our March number. See Mr. Seymour Eaton's article in the front advertising section, entitled "The Game is Magazines." Count the advertising pages; as a rule that is what every advertiser does the very first thing. We are well over the hundred mark—high grade stuff too—the kind that a magazine cannot get unless it makes good. THE READY REFERENCE DIRECTORY will interest you. This is a new idea, but only a beginning. THE READY REFERENCE DIRECTORY is prepared especially for the buyer who is looking for something that he wants—and wants *quick*. And when you are through looking at the advertising pages, take a run through the magazine proper and read Joseph M. Rogers' article on "Henry Watterson, The Last of the Personal Journalists." The March number is better than February, and April will be better still.

The Booklovers Magazine

Advertising Department: 1323 Walnut Street
Philadelphia

New York: 150 Nassau Street Chicago: Marquette Building

A MAN WANTED.

I am looking for a man.

I don't expect to find him in a hurry, but I shall find him.

Scores will answer this advertisement in the usual careless, heedless and bombastic way, but every application will have attention—as much as it deserves.

It is often charged that Printers' Ink doesn't give enough consideration to the Western field. I have heard it stated so often that I believe there may be something in it.

The Western field is big and growing. Newspapers and advertisers are doing things there, conditions are changing. Old reputations are no longer what they once were and new ones are already conspicuous.

For these and other reasons I am looking for a man to act as Printers' Ink's representative in the Western field, located in Chicago. He must be a man who can combine business with reporting ability—one that will not use the latter as a means of graft to further the former.

Nothing that appears in Printers' Ink, as reading matter, must be paid for either directly or indirectly.

The man I want must combine brains, industry, willingness to work hard, with absolute HONESTY, and he must be able to satisfy me of the reasonable probability of his having these qualities.

From men who understand what I am getting at, applications are desired.

Perhaps a woman might do, but I don't believe it. Apply by letter only to

CHARLES J. ZINGG, 10 Spruce St., New York.

SLOW AND SURE.

The secret of success in business is to grow step by step and not to expect to get rich in a jump. Many of the printers of this country seem to think that it is a great benefit to be given long credits, and, in return for this favor, order goods for which they have no actual need in the ordinary routine of business. When paying time comes around, this surplus stock is still unused, but rather than offend the supply house a check is sent for the account. This *modus operandi* goes on year after year, and little by little the *dead wood* accumulates; and, although carried as assets, the goods would not bring ten cents on the dollar at a forced sale. My method of selling inks forestalls this waste, as no sane man will pay in advance for something he doesn't actually need. Send for my price list and compare it with what you are now paying for inks on credit. I fill a $\frac{1}{4}$ -lb. order as promptly as I would a ton, and stand ready to refund the money when the goods are not up to the standard.

ADDRESS

PRINTERS INK JONSON,

17 Spruce St.,

New York.

Any Advertiser Can Afford This List.

Connecticut is the most compact in population and most notable in thrift of the whole Union.

Its principal newspapers (noted on the margin) cover the State with wonderful thoroughness, and if used in combination will bring down to a low figure the cost per reply for any advertising.

Each publisher on the list will co-operate with a manufacturer in placing or pushing his goods.

E. KATZ,

230 to 234 Temple Court, New York; 317 and 318 U. S. Express Building, Chicago, represents Ansonia, Bridgeport, New Haven and New London. He will call and give particulars upon request.

Perry Lukens, Jr., represents the Hartford Times.

The Meriden Record will respond direct to any inquiry.

For Further Information, Address

W. F. HAMBLIN,

DIRECTOR OF PUBLICITY,

10 Spruce St., New York.

ANSONIA

has a remarkable paper in every way in its

SENTINEL

It covers a thickly settled section reached by no other paper.

BRIDGEPORT

is growing very rapidly and the growth includes the

POST

The people's popular paper. Biggest in Bridgeport.

TELEGRAM- UNION

is the paper they read in the morning.

HARTFORD

capital and center of wealth. Covered thoroughly by the

TIMES

The biggest and best paper in Hartford.

MERIDEN

the Silver City has a nose for news, and so read the morning

RECORD

The only two-cent paper and a winner for advertisers.

NEW HAVEN

the big city of the State. Ample covered for news by the

UNION

with its guaranteed largest circulation in the city.

PALLADIUM

Every morning for all the news. Circulation large and growing.

NEW LONDON

the center of a big territory, dependent upon the

DAY

for its news and advertising every evening.

TELEGRAPH

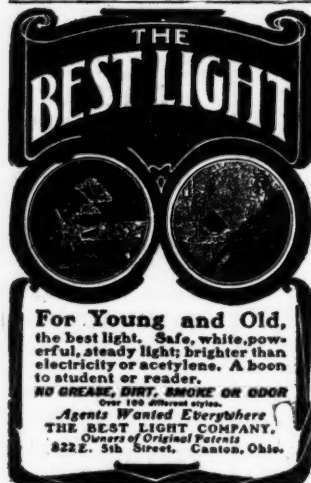
Its readers and advertisers find it profitable. Only morning paper in this section.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

An advertiser who uses pictures which are supposed to show his article in use needs to be very careful lest the illustration show something that he does not want it to. In the Best Light advertisement reproduced here there are two little scenes purporting to show the Best Light in use. Even in the original, which occupied a quarter page magazine space, these pictures were hard to make out on account of their exceeding dimness. One is the picture of a

kind is an unfortunate one for the advertiser. In No. 2 this objection is eliminated by using the



THE BEST LIGHT

For Young and Old,
 the best light. Safe, white, powerful, steady light; brighter than electricity or acetylene. A boon to student or reader.
NO GREASE, DIRT, SMOKE OR ODOR
 Over 100 different styles.
 Agents Wanted Everywhere
THE BEST LIGHT COMPANY,
 Owners of Original Patents
 822 E. 5th Street, Canton, Ohio.

No. 1

young man and the other of an old man, both reading, and the illustrations as they stand convey the idea that both are having a mighty hard time trying to read by the lamps at their sides. This is just what the advertiser did not wish to convey and therefore the advertisement defeats its own purpose and does more harm than good. The very first thought which comes into the mind upon seeing an advertisement of this

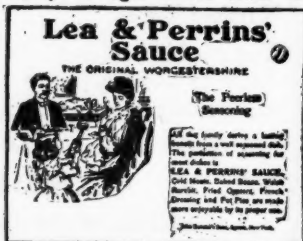


THE BEST LIGHT

No. 2

style of drawing which is adapted to the purpose.

The weak little illustration in this Lea & Perrins' advertisement is a strong reminder of the familiar syndicate cuts that enjoyed such a vogue in the newspapers a few years ago. Aside from its



Lea & Perrins' Sauce
 THE ORIGINAL WORCESTERSHIRE

(The Perrins) Sausages

All the family derive a lasting benefit from a well seasoned dish. The perfection of seasoning for meat dishes is
LEA & PERRINS' SAUCE,
 Cold Meats, Roast Beef, White Sauce, Fried Chicken, French Dressing and Pot Pies are made more enjoyable by its proper use.
 John Borden & Co., Agents, New York.

general weakness it does not seem to mean anything or have any ap-

The Whole Thing in Dayton.

The Dayton (O.) Daily News
Guarantees a Larger
Circulation Than All Other
Dayton Dailies Combined.

Write It In the Contract.

20,700 Copies Per Issue

*For 6 months ending October 31,
certified by the examiner of the
American Association of Advertisers.*

*The Daily News is the only paper
in Dayton that has dared to pub-
lish the result of the investigation
by this Association.*

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

321 14th Ave., S. E.,
MINNEAPOLIS, Feb. 18, 1905.
PRINTERS' INK, 10 Spruce Street, New York
City:

GENTLEMEN—I send you herewith under separate cover copies of Minnesota daily containing some laundry talks I have been using. My trade is very largely student trade. I am a law student myself, employing three students as clerks. These details may aid you in criticizing. Will say this for the ads—doubled the business, so I had to discontinue them for lack of room to handle. The business itself is more in the nature of a feeder for the candy, magazine, etc., business. I also send a letter which I am using to reach the resident trade as distinguished from the student. Here, by the way, is a problem: I cannot expect to draw trade in a laundry way for more than 8 blocks in three directions—the U Campus is on the 4th side. Newspaper advertising in the city papers is too expensive by reason of the ratio between the whole circulation on which the rate is based and the circulation in nearby territory. Circular advertising, except where one is alone in the field, as in a small town, is 80 per cent waste. Will such a letter carefully distributed each Saturday, always enclosing a laundry list, be less than that percentage waste. I do not expect results for a couple of weeks, within which time I shall have enlarged my facilities for caring for the work. The facts are, as stated in the talks. 2½c. is the Association price on collars and cuffs. Some three or four laundries not in the Association make a 1c. rate and it is only met by an Association laundry at this place. No other Association laundry will do the work at less than 2½c. and this laundry charges 2½c. at an agency a block away. These facts are well known locally, except as to the special rate here. Hoping this will be sufficient for you to base your best judgment upon, I am,

Very truly yours,
H. LESLIE WILDEY.

"The Business Management Man" begs to be excused from any adverse criticisms of advertisements which have made two dollars grow where but one grew before. Advertisements that do that are almost beyond criticism and are good enough, no matter how they may look to the expert at long distance. But Mr. Wildey is not satisfied; he wants to lengthen his clothes line and his list of customers—wants to get beyond the campus and the eight blocks that now bound his business area, and to reach out for more trade from residents. If he uses the regular newspapers, he must pay for circulation that couldn't possibly be of any use to

him; therefore, the direct appeal seems to be the only way. He employs that method now by enclosing reprints of his small ads in printed envelopes with his regular laundry list and, presumably, distributing them from house to house; but still there are lots of good customers just outside the eight-block limit who will not come to him. Wouldn't it be a good idea Mr. Wildey, to go to the customers who won't come to you? Compile from the city directory a list of the people within the territory that you can work to the best advantage. Send them a nice fac-simile typewritten letter saying that you will be glad to call for and deliver their laundry work if they will fill in and mail the card inclosed. Tell them just what you have to offer and why they should send such work to you in preference to anybody else. Perhaps you couldn't afford to collect and deliver if you were to get collars and cuffs alone; but there are many other things on your list which should pay sufficient profit to justify the expense. Now, if that seems too much like a gamble, here's another scheme that can be worked at less expense and that has been tried out. Arrange with half a dozen or more merchants at different points within your territory, to place in their stores a large metal or wooden box, (something like Uncle Sam's large mail boxes into which you drop newspapers and small bundles) each bearing your name and address, and perhaps the hours for collections. Then write to those of your possible customers nearest each of these stores, that laundry bundles will be collected from those boxes at certain hours, and that bundles which are dropped in the boxes at a certain time will be delivered or ready for delivery at a certain time. The boxes are locked, and any boy who

knows enough to turn a key can make the collections and bring them to you in a small covered push cart. Of course, each bundle is to bear the name and address of its owner, when deposited in the box. In this way you may have what is practically an office at every few blocks, and as the boxes are a convenience to many people who are regular patrons of the stores in which they (the boxes) are located, and need not be of slightest inconvenience to the merchants, there should be no difficulty in placing and maintaining them with little or no expense. In fact, such boxes have been placed out of doors with very satisfactory results. It is assumed that you do not now collect and deliver at customers' homes, because no reference is made to such service in any of the ads; and the box idea, certainly the next best thing, will put you a few laps ahead of competition in the strenuous race for laundry work which seems to be on just now in some quarters of Minneapolis. But if advertising has been such a good thing for a laundry agency which is a "feeder" for a candy and magazine business, why wouldn't it be a good idea to feed the candy and magazine businesses more directly with a little of the same good kind of advertising? Anyhow, the laundry ads are good, as shown by one here reproduced. The others have been turned over to the editor of the Ready Made Ad department, for reproduction.

(Laundry Talk No. 2.)

Are You Getting the Best Laundry Service?

Can you send your laundry on Friday to your agency and get it back on Saturday?

We will take your bundle on Friday afternoon and have it back without fail for you on Saturday night.

"And better work." Collars etc., Cuffs etc.

WILDEY--321 14th

The College Man's Headquarters.

The small stores in the large cities have a very bad habit of stuffing the mail boxes in the houses of their neighborhoods with cheap circulars. I believe that in some parts of the country

there is a law which forbids this. If there isn't, there should be, for the protection of householders as well as to protect merchants against their own false notions of economy. For when the housewife opens her mail box expecting to find welcome letters from relatives and friends, and finds instead a lot of cheap "dodgers," her impression of those who employ this method of advertising is anything but favorable. I know that in some cases such circulars are thrown out without getting so much as a glance, unless to note the names of the merchants who distribute them, in order to avoid trading with business men who have so little regard for the rights of others.

It is particularly exasperating to be called to the door by the postman because the mail box is so filled with advertising matter that the mail cannot be crowded into it; or to find that letters have been torn in an effort to do so. This is by no means uncommon and only those who have experienced it know how provoking it is and how often such advertising defeats its own purpose. If you are so situated that you cannot afford to use the dailies of your city to cover the comparatively small section from which you draw business, and if even one cent postage seems prohibitory, see that your advertising matter is well printed on a good quality of paper, and enclosed in an envelope. If you can address each envelope, so much the better; but whatever you do, don't give a boy a bunch of cheap, flimsy circulars with which to stuff mail boxes already crowded with the same discrediting sort of material. The best way is to reach your possible customers less often and make a good impression when you do reach them, not only by the character of your literature but by your method of placing it in their hands. Give them something that is attractively gotten up, and mail it.

There are cases, popular opinion to the contrary notwithstanding, where the comparatively small business out of the beaten path

of trade, but accessible by telephone, can advertise to advantage in the dailies of a large city. In the Philadelphia *Evening Bulletin*, the Washington *Star* and some others of the dailies in large cities, where an effort has been made to get the business, many of such concerns are advertising and to all appearances are finding it profitable. The *Bulletin*, for instance, always carries from a column to a column and a half of ads which do not average more than half an inch each. Many of the concerns represented are not in the heart of the business district, but nearly all have telephone connection, and a man who wants his roof repaired, window lights put in, stove or furnace repaired, carpenter work and similar things or services, where it is not necessary to make selection or place orders in person, is quite as likely to place his order by phone, with a dealer or a mechanic who is asking for it every day through the daily paper, as to give it in person at the office of some concern nearer by which never asks for it. Even these little three and four-line ads are changed every few days, and it is astonishing how much can be said effectively in so small a space. In many lines, the man whose business is small and located in what he regards as an out-of-the-way place, and who because of that fact feels that he cannot afford to use the daily papers, can feel his way along through the classified columns where the rates are frequently very low; but care should be taken to get into the classification most likely to meet the eyes of his possible customers.

* * *

The small advertiser is prone to follow as closely as he can in the footsteps of larger advertisers, through the generally mistaken notion that whatever is good for the big and successful advertiser is equally good for him in proportion to the size of his business and his advertising appropriation. He forgets that the big advertiser, though in the same line of business, may be after an entirely different class of trade and therefore uses methods which he cannot

hope to imitate with success, and mediums which might be useless for his purposes. He forgets that the big advertiser has dollars to spend where he has cents and can afford to spend money pretty freely for a time to try out a certain medium, while he must stick to that which he *knows* is profitable. He overlooks the fact that the big advertiser generally buys space much cheaper than he can, and that the advertising expense of the big business may be very much less in proportion to the annual turn over than that of the small business. He knows only that the big business is supposed to be making big money and that it spends money freely in this or that medium or method. This is not altogether ignorance on the part of the small merchant; it is simply human nature. He confuses the things that success has made possible with those that made success, and wastes his money in imitating some of the indications of prosperity rather than the things which produced that enviable condition. That is why we see many advertisers in mediums which cannot pay them. It accounts for the two-by-four store with the eight-by-ten name. It is responsible for red tape and elaborate systems where more simple methods would facilitate business and decrease expense. It is all right to study the methods of large, successful concerns; but the thing to do is to get beneath the surface and to discover the conditions and methods which promoted its growth rather than the outward signs of that growth. And ever when you have found out on what its success was based, it is well to determine, before applying the same methods, whether the conditions surrounding it as a small business were the same or similar to those which confront you.

AN interesting continued story for grocers, regarding Hershey's Cocoa and Milk Chocolate, is told in a series of brief, forceful folders from the Hershey Chocolate Company, Lancaster, Pa.

"His face was decorated with court-plaster."

"I suppose so. He learned to shave in a correspondence school."—*Judge*.

THE RELATION OF STORE MANAGEMENT TO AD- VERTISING.

At the annual meeting of the Binghamton, N. Y., Advertisers' Association, held on February 28, 1905, in that city, Mr. Frank W. Tully, of the Geo. P. Rowell Advertising Agency, delivered an address on the above topic. The more important, instructive and practical suggestions offered by Mr Tully are printed below in condensed form:

Advertising is one of the four great industrial factors. The three others are: manufacture, finance and transportation.

A salesman sells goods by the spoken word. Advertising sells goods by the written word. The advertising of a retail store, when properly done, is more complex than the advertising of a manufactured product. Where the manufacturer has one thing to exploit, the retailer may have thousands. The retailer may have one department—or he may have sixty. Each department is as large a problem as the manufacturer's one article.

I am to talk to you on things which can be profitably done before and after the publication of the advertisement to back it up.

The first thing is the formation of, and adherence to, a strong, definite underlying policy and I base my suggestions on the policy and methods of some stores—ideal stores in many respects—and stores that each year are outgrowing and adding to the selling space they occupied the year before.

The fundamental upon which to rest the advertising is to specialize—to be a distinct kind of a store, that the public may know your store as the best for the lines it carries and goes there first whenever it wants the goods for which you claim to be headquarters.

Carry complete stocks. If necessary—have fewer departments. If you are about to spread out—stop and think. If you lead the public to expect things you must be prepared to meet every reasonable demand in your line. Decide that you will not add a single department to your establishment until you are ready to make it and announce it as the most complete of its kind in your city.

A purchaser who asks for an article you ought to have and fails to get it, will go to your competitor. You lose more than the profit on the sale of that particular thing. Make the public depend on you by always being ready to meet their demands.

Use the "call slip." Put down each day each thing called for that you could not supply. It will keep you informed—at the cost of a little care. Make every sales person in your establishment use it. Go over the lists at the end of the day. Go over them again before you replenish your stocks. You will come nearer to knowing the

demands of your trade in this way than by any other method.

Be first to show the newest things in your line. At the beginning you will find this difficult. After a time you may feel like dropping the idea. Do not. Stick to it. Get novelties—find them every week.

The public appreciates the new and will pay the price. There's a bigger profit in the new things, and there's prestige.

Feature the acquisitions as a newspaper does when it gets a piece of exclusive news.

That you may always be ready for buying the new things and at the same time not get overstocked, let a new purchase go hand in hand with the closing out of a slow moving lot at a price. Make that price so low that it will hum. A loss taken in the right way at the right time makes business. Advertise that you are taking such losses all the time to make room for newer goods.

This is the live work the departments in the stores I have referred to are doing. In their organization they are just so many separate stores. What each of these separate stores are doing in this way—you can do.

Have your policy so related to the advertising that there shall knowingly never be published a misstatement or an exaggeration in the description or price of the goods advertised.

For some it will be hard to believe that a big store actually lives up to such a rule—as if its very existence depended upon it—but I know stores that do. In my own work I had a practice of fastening thousands of eyes on the stores advertising to catch a mistake or an exaggeration. I paid a dollar for every error or misstatement found from day to day. The pressure under which the work was done was never offered in excuse. The organization was such that anyone could ascertain the facts.

The result: The public became sure of that store. The announcements were accepted as true and each paved the way for a greater response to the next.

That is the relation of the management to the advertising. What readable, business-bringing advertising can be built upon that foundation! Such advertising reflects the store. If yours does not adequately reflect it then take measures to see that it does. If you feel that you have not the special ability for the work yourself get the service of someone who has.

The local newspaper is the place for your advertising. Each copy of the newspaper is a salesman telling your story to a prospective customer. Often better than you could in person. The newspaper lays the facts before the reader when that reader is ready to give you attention. But the newspaper salesman may be as clever or as stupid as a live salesman; as honest or deceitful; may turn people away or bring them to you.

Almost every woman who can read,

takes note of the attractive advertising of the local stores that appear in her home paper. That more people do not respond to the small store's advertising is probably more the fault of the store and the way it advertises than the paper's fault.

I congratulate the retail merchants upon the fact that manufacturers are seeing the wisdom and the way of practical co-operation with the stores that sell their goods. Manufacturers who have been told that by spending large sums of money they could ignore the dealer and compel him to carry and push his line are poorly advised. The goods may be in to-day—but they may be out to-morrow. Better—the establishment of what in the economy of the day—we call a community of interest. Let the manufacturers' policy include the retailer and the retailer will reciprocate. In my own business we have a definite policy and a big purpose—and the Geo. P. Rowell Advertising Agency, of which I am the junior partner, is successful in its work of promoting the sale of branded goods, because it is directing its organization towards bringing the manufacturer and the retailer into closer, more satisfactory and more profitable relations. To-day our house is working along this line for twenty-three leading manufacturers, adding to the number every week.

The history of the rise of the department store is an aggregation of small stores and the right fundamentals grouped into a policy. The local newspapers have been used to impress that policy on the minds of the people. The local newspapers can make the fortune of a merchant in his community.

The wise newspaper publisher co-operates with a live merchant—for he realizes that that merchant is bound to become a bigger merchant and a bigger advertiser. The live merchant will in turn co-operate with the newspaper and the manufacturer from whom he buys.

There are particular relations which may make the advertising bring two dollars in results where without regard for them it may bring but one. For one thing advertising should be planned ahead. The first spring month is now at hand. Are you ready? What are your plans. The store as I have in mind, has its advertising plans all mapped out. Definite attractions for each week should be determined upon. You have arranged for the novelties and the days you will announce your special prices—remembering that there are times when a novelty sells better than a mark down—and pays a better profit.

Look down the calendar—and arrange for those expressions of public spirit which if cleverly suited to the particular store always attract favorable attention. Arrange your offerings, express them so that the public doesn't get an idea that you advertise only what is no longer desirable. Make the offerings seasonable. Make them regularly so that the public will look for their recurrence.

Change your windows. Make your

windows pay your rent. Watch the crowds that pass your store. How many look? If they even turn and saw your name and the goods it would be well. How many turn their heads? Find out. It means money to you. First make them see your name. Then plan your windows so that the look will arouse some interest. Do something to bring them up to the window for a closer inspection. From the window it is just a step into the store—and the sale is half made.

Good windows pay. I asked a merchant the other day how often he changed his window—"about every three weeks" he replied.

I have changed windows six times a day until the offering made people stop, look and come into the store.

Dress the window in the same way you ought to prepare your advertisement with a distinct purpose that they shall answer the question—why should I expect people to buy my goods instead of some one else?

And the package that goes into the home! Often covered with great black type—often just an ordinary wrapping showing that its advertising possibility had hardly received a thought. Make your packages so distinctive, that similar goods bought somewhere else will not look so attractive when delivered. A novel package may cost only a fraction of a cent more than the competitors package. But it seems to give an added value to the article.

There are many more details that need attention for effect—the circulars that go out in the packages—the methods of going after particular classes of trade—commending the store in some graceful effective way—to the stranger that has taken up his or her abode in your city—it's a big subject with a great deal to be said and more to be done.

AN "IDEAL" NEWSPAPER.

Is the ideal newspaper scintillating? The *Montreal Daily Witness* has been published over forty years, and during that time no ads have ever been inserted for theatres, public houses tobacco manufacturers, nor is job printing done for them. No dramatic criticisms or announcements ever appear; racing results are barred and prize-fights are not described. The demoralizing cases in the police courts are only briefly referred to. It is known as the only daily religious paper in the world. It consists of from twelve to fourteen pages, the Saturday issue swelling to as many as thirty-two pages, and it has always paid big dividends.—*Press and Printer, Boston.*

ONLY CONVICTIONS CONVINC.

A great deal of good advertising copy is spoiled in an effort to please the man who is to pay the bill. An advertising man must possess the necessary experience and ability; he must then be sufficiently firm in his convictions to fight for them if necessary.—*Pacific Coast Advertising.*

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The *York Daily*, of York, Pa., has evolved a scheme for the more equal distribution of trading through the week and the relief of merchants and clerks, in fact the customers themselves, from the usual Saturday rush. If, incidentally, it has led to the getting of advertising which the paper did not get before, and perhaps could not get, for individual spaces, why that is the good fortune of the *York Daily* and doesn't affect the usefulness of the scheme in the least. Here is the paper's own account of the idea and its hatching, as clipped from its reading columns:

BARGAIN DAYS AT STORES WON'T FALL ON SATURDAY.

Ever watchful in the interests of both reader and advertiser, the *York Daily* has something new to offer that should prove not only interesting but financially beneficial to both. For some reason the buying public has settled upon Saturday as the day of all days in the week to purchase. The consequence is that on Saturday the stores are greatly crowded to the discomfort of the buyer and the vexation of the seller.

A PROBLEM SOLVED.

It has long been a question with the merchants how they could distribute the rush of business evenly over the days of the week, so that customers might have more time and greater opportunity for examining articles offered for sale. This question has been solved by the *York Daily*. Accordingly, arrangements have been made with many of the leading business houses to offer each a special bargain on certain days of the week other than Saturday; a bargain that will make it profitable for the prospective purchaser to make a special trip to the store.

BARGAIN DAYS.

In a conference of the *York Daily* and the merchants, Tuesday and Wednesday have been set aside as special *York Daily* Bargain Days.

On Monday and Tuesday of each week, the announcement will be made—exclusively in the *York Daily*—of the article each merchant intends to sell at special price. In this announcement the regular price of the article will be given, as well as the price it will be sold for on the *York Daily* Bargain Days, and the saving that will be made by the reduction in price.

The first regular announcement will be made in the *York Daily* next Mon-

day, and the first bargain day will be next Tuesday.

WILL SUPPLY DEMAND.

The merchants, whose names will appear in the list assure the *York Daily* that they will make every effort to supply the demand for these articles thus advertised. But it is suggested that customers be as prompt as possible in securing the bargain desired, and thus avoiding possible disappointment. These bargains will be well worth going after.

Watch for the first announcement on Monday.

And here's the start-off of the first ad, which contained the names and addresses of thirty merchants, with a bargain offer from each, briefly described, as in the one following the introductory talk below:

THE YORK "DAILY" BARGAIN DAYS IN YORK'S LEADING STORES.

Tuesdays and Wednesdays.

What the Bargain Days Are.—Every Monday and Tuesday the following York merchants announce through the *Daily* the one bargain of bargains which they offer the buying public as an inducement extraordinary to attract purchasers to their respective stores on Tuesdays and Wednesdays. Here, in a nutshell, are found the most attractive offerings of many of York's leading stores, and it follows that "*Daily Bargain Days*" will appeal to the purchasing public with a directness and force that means dollars saved for the thousands who acquire the "*Daily Bargain Days Habit*." The *York Daily* readers save money, the paper acquires an attractive feature and the business houses secure a desirable patronage. Watch the *Daily* every Monday and Tuesday, for the bargains are new each week, and you will miss something good if you don't keep your bargain eye open.

THIS WEEK'S BARGAINS

Tuesday and Wednesday

"Keep Your Bargain Eye Open"

Cut this out for ready reference when shopping. Ask for "*The York Daily Bargains*" or "*Tuesday-Wednesday Bargains*."

The Stores—Strine & Moore, Centre Square.

The Bargains—60 pairs Ladies' Fancy Bedroom Slippers.

Regular Price, \$1. Special Price, 75c. Saving, 25c.

Looking at it from the publisher's point of view, the question naturally arises as to whether the gain of a small space from adver-

tisers who otherwise might not advertise at all, offsets the possible loss through the use of this column by advertisers who, in its absence, might use much larger spaces individually. Probably the *York Daily* has this all figured out, as well as the probable value of the scheme as an exclusive feature. From the merchant's point of view, especially the small merchant, it would seem a most excellent and economical way of getting special attention to a single bargain on two days of each week. And, probably, at the price charged, the merchant who uses an individual space in some other portion of the paper can well afford to be represented in this bargain list as well.

This One From the Binghamton, N. Y., Leader Hands Out a Fact or Two Before the Smile Comes Off.

"Many Are Cold But Few Are Frozen"

There is just as little need for the one as for the other. A Gas Heater distributes warmth and comfort at a very slight expense.

BINGHAMTON GAS
WORKS,

Binghamton, N. Y.
Open evenings until nine.

A Good Shoe Ad. From the Omaha, Neb., World-Herald.

Men's \$3.00 Shoes

Perfect in style; right in make; Patent Colt Skin, Vici Kid, Box Calf or Velour Calf to choose from; enameled eyelets; good grade duck lining; genuine welt sewed double or single soles—we don't know of a \$1.50 shoe in town that will beat them. They are up-to-date in every particular. You can see it in the finish; you can feel it in the fit. Ladies—be sure and call the men folks' attention to this line of shoes—to-morrow we give Double Green Trading Stamps with every pair.

T. B. NORRIS,
1517 Douglas Street,
Omaha, Neb.

A Dog Collar Ad that Appeared in the Providence, R. I., Journal, During a Dog Show Held in That City.

Dress Up Your Dog

Every dog has his day. To-day is the day of the dog show. Give your dog a show. If he is worth owning, he is worth a collar that becomes him.

We have a fine selection of correct designs for every breed of dog; plain or tastefully finished with studs or spikes in all desirable sizes.

Narrow collars, with studs, 20c. up. Wider collars, with studs, 35c. up. Round collars 45c. Cat collars 10c.

We also have fancy leather and chain leads, dog whips, chains, whistles, bells, brushes, soaps, etc.

J. M. SCHMID & SON,
The Cutlery Store,
313 Westminster St., Opp.
Grace Church.
Providence, R. I.

*For a Cut-Price Sale of Overcoats,
From the New Haven Register.*

You Can Save From \$3 to \$8 on a Good Overcoat Now

Easy money—the saving you make in buying one of these \$18 to \$22 overcoats we're selling at \$14.75. And your investment saves even more—next Winter coats will be higher, because wool is going up.

Conservative styles always in style—black and oxford cheviots, meltons, friezes and tnbets, all new this season, three-quarter length and hand tailored perfectly.

Your size is here at \$14.75.

Fancy mixed and Scotch Tweed long overcoats, belted backs some made rain-proof, are now \$14.75 instead of \$18 and \$22.

What do you say to a fine hand-tailored fancy suit, made to bring \$18 to \$25, at \$14.75. See our windows.

MEIGS & CO.,
Incorporated,
97, 93 and 95 Church St.,
New Haven, Conn.

For a Savings Bank.

Money Flies As if on Wings

The inherent habit of spending is the cause of a lot of wasted money.

If you want to "get ahead"—if you want to save—the best way is to open a savings account, then help it grow with frequent deposits of as much as you can spare. We'll help it grow to the extent of three per cent interest.

We have contributed \$165,000 to our depositors in interest last year.

Don't wait till you have a large sum to deposit, but start now.

One dollar opens an account.

GERMANIA SAVINGS
BANK AND TRUST CO.,

311-315 Camp Street,
New Orleans, La.

"The Thrifty Wage-Earners' Bank."

*A "Different" Coal Ad. From the
Williamsport, Pa., Sun.*

Pea Coal as large as it
ever grows.

Nut Coal as big as it
should be.

Stove Coal that isn't dis-
guised as Egg Coal.

No overgrown sizes in the
Coal we sell—but its full of
worth and warmth.

JOHN G. PARSONS,
High and Beeber Sts.,
Williamsport, Pa.

Both 'Phones.

*It Might Interest Readers of the Wil-
mington, N. C., Daily Dispatch to
Know on What Line of Business all
This Science is Brought to Bear.*

"Excellent— Excellent"

That's what they all say
when we have finished our
work. Our work will bear
the most critical examina-
tion, as it is done on sci-
entific principles and accord-
ing to scientific rules.

Phone No. 1132.

GRIFFITH BROTHERS,
218 Market Street,
Wilmington, N. C.

*One From a Large Bunch of Good
Sporting Goods Ads.*

LADY CLERKS, Do Your Own Developing?

If you don't, let us in-
struct you. Our lady expert
will gladly give you all in-
formation. It's the most
fascinating part of Photo-
graphy.

The experiment will cost
you very little at these
prices:

Pea Hypo, fresh, per
pound, 3c. Seeds' Developing
Powders, 4c. Queen Toning
Powders, 4c. Trays, fibre
or glass, 8c. Graduates, 1/2
to 4 oz., 6c. Argo Paper,
4x5, per doz., 12 1/2c. Dry-
ing Racks, hold 24 plates,
15c. Ruby Lamp and
Candle, 16c. Instruction
Books, 7 1/2c.

LITTLE JOE'S,
Baltimore and Howard Sts.,
Baltimore, Md.

Years ago, when the present
"Ready Made Man" first became
acquainted with this department,
it contained a great deal of the
good work done by Mr. Wm. R.
Spears for Burke, FitzSimons,
Hone & Co., of Rochester, N. Y.,
and he is still holding down the
same job by means of the same
good kind of stuff. Mr. Spears
has the happy faculty of describing
his offerings so well that one can
almost feel the texture and see
the pattern of the goods; and his
ads are always of clean and at-
tractive typography:

NEXT SUMMER'S PRETTY WHITE SHIRT WAISTINGS.

The New Hand Embroidered Pat-
tern Shirt Waistings are worth coming
to see, even if you don't want anything
else. They are of fine white batistes
and handkerchief linens, with the parts
for front, collars and cuffs finished with
fashionable eyelet work and the rest
perfectly plain. There are compara-
tively few places where such beautiful
hand work is done, and it was from
one of these places in France that we
obtained these Hand Embroidered Pat-
tern Shirt Waistings. When you look
at them you'll wish you might person-
ally thank the French peasant women
for making such dainty things for your
summer shirt waistings. There are forty
different patterns of eyelet work in
the assortments at \$3.50, \$3.98, \$4.98,
\$6, \$6.50, \$7.50 and \$8.50.

BURKE, FITZSIMONS, HONE & CO.,
Rochester, N. Y.

Most Everything Except the One Thing You Might Most Want to Know—the Price. From the Williamsport, Pa., Sun.

"Shut That Door, Johnnie"

becomes a forgotten call when a Blount Check is used. It stands up to its work morning, noon and night and doesn't play hookey or forget. It is well-bred in its action and closes the door sure y and gently—no slamming, no danger, no broken glass.

Made in six sizes to fit any door, outside or inside, and in various finishes.

KLING & CO.,
Market Square,
Williamsport, Pa.

A Good Lantern Ad From the Delaware County Dairyman, of Franklin, N. Y.

If You're a Night Driver

You want the best there is in the Lantern line. We've made something of a study of the lantern business, and we haven't been able to find anything to equal the Ham's Cold Blast for a driving lamp.

It has stood the test of wind, rain and rough roads, and makes electricity look pale.

This lantern sel's for \$2.50—it used to be \$3.50.

We have a dash lantern for 85 cents that can't be beaten for the money and really if you are only out occasionally it will answer your purpose.

BACKUS & SCOTT,
Franklin, N. Y.

Heat! Third Floor! Gas Heater! Happy Thought. From Philadelphia Bulletin.

Getting your share of heat in the third floor? If not, use a

Gas Heater

Sold by dealers only.

THE UNITED GAS IMPROVEMENT CO.,
Philadelphia, Pa.

An English Ad for an Alarm Clock. From the Middlesex and Buckinghamshire, Eng., Advertiser.

Such An Unusual Clock

Is Harris & Waddington's new Uxbridge Long Alarm.

A clock for a lifetime. Handsome appearance. An excellent timekeeper. Simple in construction. The best alarm made. Cannot fail to wake you. Rings nearly 20 minutes, but can be switched off. Makes an excellent kitchen and bedroom clock. Goes in any position.

Price 12 shillings net, warranted.

Smaller size in round nickel case, same make, 7 shillings and sixpence net. 2d quality, 4 shillings and sixpence.

Bold White dial, handsome bronze case.

This clock will hold your favor through merit.

An excellent assortment of marble, wood and carriage clocks always in stock.

HARRIS & WADDINGTON,

Watch and Clock Makers,
Uxbridge, Middlesex, Eng.

Good One for a Live Dye House. From the Peoria, Ill., Star.

Mr. Man This is For You

You doubtless know that in less than one short year we have transformed this dead plant into the busiest and "livest" dye house in the city.

"Superior work" did it. We are dyeing, cleaning, pressing and repairing clothes for many people—and it's all very satisfactory.

What we are doing for others we can do for you.

On out-of-town work we pay express charge one way on work amounting to \$1.50 or over; both ways on work amounting to \$3 or over.

Pants sponged and pressed 15c. Suits sponged and pressed 50c.

When you want us, call Main 1926.

We do the rest and guarantee satisfaction.

MEYERS BROS. STEAM DYE WORKS,
Peoria, Ill.

GREAT DAYS FOR THE Philadelphia "Item"

Sunday, February 19,	.	241,600
Monday, February 20,	.	212,400
Tuesday, February 21,	.	243,000
Wednesday, February 22,	.	289,700